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The American Literary Gazette and Publishers' Circular.
[ESTABLISHED 1852.]

Published by the R. R. BOWKER COMPANY. R. R. BOWKER, President and Treasurer, FREMONT RIDER, Secretary,
PUBLICATION OFFICE, 241 WEST 37TH STREET, NEW YORK
Entered at the Post Office at New York, N. Y., as second-class matter

Vol. XCI, No. 6

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NEW YORK, February 10, 1917

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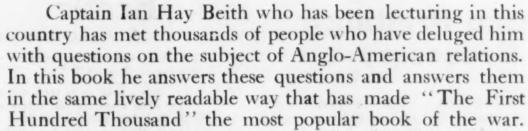
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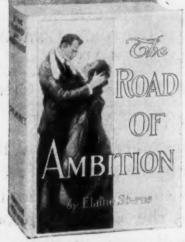
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### 2 THE BANG NEW YORK JANUARY 29 1917

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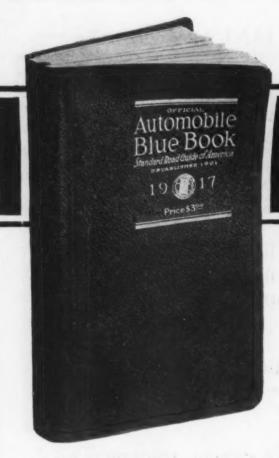
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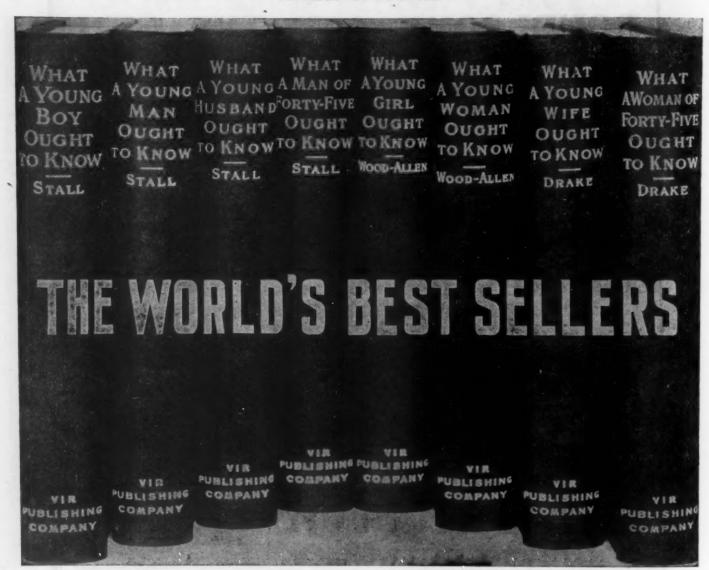
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#### The Publishers' Weekly FOUNDED BY F. LEYPOLDT

#### February 10, 1917

The Editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible, in advance of publication.

For subscription and advertising rates see first page of Classified Advertising.

"I hold every man a debtor to his profession, from the which, as men of course do to receive countenance and ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

#### THE MORAL RESPONSIBILITY OF THE SALESMAN

A PUBLISHER'S traveler's dream of heaven probably pictures it as a street stretching from here to infinity, lined on both sides with the Gills, McClurgs, Stewarts and Brentanos of the book-trade and an all-star line in one's grip consisting of "Mr. Britlings," Kiplings, and Bibles. Given a hundred per cent. efficient line in which he has implicit faith, nothing can stop a salesman; he is in the mood to hang up a sales record. Unfortunately, however, hundred per cent. efficient lines in which a traveler can have implicit faith are almost as scarce as hundred per cent. efficient bookstores. And the hardest game in the world is that of selling an article in which one has no faith. Every traveler knows what an increasing white elephant a plug becomes on a swing thru his territory—it is tucked away at the bottom of the samples, the last thing to be displayed, a sort of poor relation in the presence of which his selling talk sounds decidedly flat.

The unmitigated plug is being frowned out of business, but we venture to say that not one salesman in ten takes to the road without some book or books that he would rather have left at home. Such a book presents a very live problem: he wouldn't buy the book himself at a bookstore, nor would he stock it if he were a bookseller-yet what will he say to the retailer about it? True, the publisher does pay his salary, but, in the case of this particular book, isn't it more important for him and for his house that he be honest with the retailer than that he land an order for fifty copies? Twenty-five years ago such a statement by a trade paper might have been branded as heresy and viewed with undisguised dismay by a manufacturer; but, as we have had frequent occasion to point out be-

fore, manufacturers in every line are recognizing to-day that the interests of producer and distributer must be regarded as one if the best results are to be obtained in a merchandising campaign. The great mistake in the case of a plug was in ever allowing such an ill-favored thing to be published, andowing to increased manufacturing costs and to the fact that the cheaper periodicals are supplying the need for the rankly ephemeral kind of reading-more and more plugs are being choked off in the publisher's outer office by his readers; but granted that the book does get by, especially if it has behind it the prestige of an otherwise strong line, the loss for the mistake should rest with its producer and the name of the house or energetic selling tactics should not be allowed to catch the retailer off his guard and wring from him an unduly large order. This does not of course mean that the traveler need go out of his way to damn a book, but it does mean that, for the good of his house, he should not try to "put anything over" on the dealer.

That such frank selling tactics do result to the advantage of the publisher is reflected in the following statement by a retail bookseller: "The traveler's business is to sell books. The larger his order, the more he and his house naturally will make. But the really good salesman, after all, wants your business on 'the long pull.' If he protects you when he can, he knows your orders at other times are apt to reflect your appreciation. He is after your business next year, and the next year after that, and he knows that he won't get so much of it if he unloads plugs on you."

One of the best practical demonstrations of this was furnished us recently in a talk with a traveler who covers the Middle West for a prominent house which ranks among the first eight or ten in this country. Not only does he make it an invariable rule to read every book he carries, but he never recommends a book in which he does not honestly believe; and, conversely, he always warns a retailer whenever there is anything questionable about a book. And just to show how the trade warms to such treatment, when we asked him-with an eve to this issue of the Publishers' Weekly-whether there was anything the travelers as a class would like to say to the retailers he said enthusiastically, "Yes, I wish you could in some way express to the booksellers the appreciation we travelers feel for the confidence they bestow on us."

A New Yory BOOKSELLER has suggested the desirability of organizing an informal luncheon club where members of the trade could "hob nob" together over their noon meal. many advantages of such a step are too obvious to need enumeration. Philadelphia already has something of the kind in the Franklin Inn Inn Club—tho this is not primarily a booktrade club and only a small percentage of the trade actually belongs to it. If we are not mistaken, there is also a noonday gathering of booksellers in Chicago. New York, however, has no such daily meeting place for bookmen, particularly now that the Aldine Club has grown away from the book-trade with the large additions to its membership from other fields. There are, to be sure, occasional small sporadic groups, chiefly of men from publishing houses, but what is suggested is a sort of daily Booksellers' League luncheon, thoroly informal, possibly even without officers, where any one connected with the making and marketing of books could meet around the big common table over an inexpensive meal. The outstanding difficulty in the way of any such

plan in New York is the scattered condition of the trade which makes it hard to fix on any location sufficiently central to be within walking distance of the majority of booksellers. The neighborhood around 35th Street and Fifth Avenue suggests itself as striking fairly well the mid-town trade area, but a cursory investigation has revealed to date only the Park Avenue Hotel at 32d Street and Fourth Avenue as a possibility. Here the trade could reserve a special convenient room and a large round table; but the price asked there seems above the sum the average bookseller would want to pay regularly: 50 or 60 cents without tip being the à la carte minimum for a single entree, and a dollar for a table d'hote luncheon of soup, an entree, simple dessert and coffee. Doubtless, however, some better arrangements than this could be made somewhere—if the New York book-trade really wants a luncheon club! The Publishers' Weekly will gladly throw open its columns to any suggestions on the subject and will render any further service in its power.

#### BIBLIOGRAPHICAL NOTES

CATALOGS OF NEW AND SECOND-HAND BOOKS John Grant, Edinburgh, 31 George IV Bridge. Catalogue of books relating to historical and biographical subjects, topography and economics. (Feb.)

and economics. (Feb.)

Henry Gray, London, Churchfield Rd. E.,
Acton. Catalogue of Americana, consisting
of books, periodicals, pamphlets, maps. (Americana Cat. No. 10, Pt. 5.)

Noah Farnham Morrison, Elizabeth, N. J., 314-318 N. Jersey St. Art Book Catalog: Americana. (No. 163; 4702 titles.)

#### PICK-UPS.

### ADD TO BOOKSELLERS' MORGUE OF MANGLED TITLES

Beatrice Harraden's "Ships That Pass in the Night" was asked for recently at the Galignani Library in Paris as "Arraden—son Volume on il est question de Bateau."

#### AN UNTOUCHED SALES FIELD

"Algy, I want you to buy me a book."
"I am glad you are becoming literary, my dear."

"Fudge. This article says one way to acquire a good carriage is to practice balancing a book on your head."—Louisville Courier-Journal.

#### HERE'S WHERE BOOKSELLERS GET RICH!

In his book, "Advertising by Motion Pictures," Ernest A. Dench devotes a chapter to telling how the book dealer can take advantage of the "movie" mania. Mr. Dench says that the saloonkeeper may attribute decreased business to the omnipresent motion pictures, but to the average book dealer the industry can be most beneficial. "Many movie 'fans,'" he goes

on to explain, "after seeing the photo-play version of a popular book and finding it to their liking, have a desire for reading the story. Instead of borrowing the book from the local library, they prefer to spend up to a quarter [italics ours] on a cheap edition—and this is precisely where the book-trade comes in." [!]

#### TYPOGRAPHICALLY SPEAKING

SAD that the hatred and contempt of an entire people should have fallen on the hyphen, which is, after all, as humbly useful and innocent a member as one might find in the whole scheme of English punctuation. It is not the hyphen at all, but the comma that calls for perpetual watchfulness and strict accountability; the misplaced comma which works more mischief than all the other points in typography put together. Of what real consequence is the hyphen? Whether you say goodnight or good night, brother-in-law or brother in law, twenty-third or twenty third, there is never any chance for misunderstanding or for hard feeling. Much more conducive to confusion of thought, much more productive of divided allegiance to the laws of syntax, much more the fomenter of exasperation, is the shifty, unassimilated comma. The hyphen has never been the enemy of the law, but the comma is responsible for limping statutes, faulty indictments, broken-backed judicial decisions, and much of the legal clutter from which justice in this country suffers so badly. The worst harm to be expected from a misplaced hyphen is that at the end of a line it will divide ri-ver instead of riv-er; but the misplaced comma-voilà l'ennemi.-New York Evening Post.

### Spring Lines of the Publishers and Some of the Men Who Will Show Them

Information for the trade of the territory covered by the travelers of whom we have been able to collect data, with short sketches of some of them and a brief description of the new publications carried by them. Where no mention of books or travelers is found the information was not forthcoming from the publishers.

Abingdon Press will have, as usual, a line of religious books interspersed with biography, travel, juveniles, etc.

In Biography their announcements include: "Methodist Heroes of Other Days" by Samuel Gardiner Ayres and George Clarke Peck's "Men Who Missed the Trail"—which is perhaps not biography, strictly, but which nevertheless deals as much with truth as with fancy.

Other non-fiction books, not strictly on religion, include: "China Inside Out" by George A. Miller, who spent many years in China; "Dancing and the Public Schools" by Bishop Matt S. Hughes, "Little Folks in History" by Dorothy Donnell Calhoun, "Lincoln's Gettysburg Address" by Orton H. Carmichael, a historical account of the writing and delivery of that classic, and "Timoteo at the Front," the story of an Italian youth who went to the war and wrote but three letters home.

The Religious publications include the following titles: "John and His Writings" by Doremus Almy Hayes; "Christian Reality in Modern Light," the Fernley lectures by Frank Ballard; "The Beginners' Worker and Work," a book for department superintendents and teachers of little children by Frederica Beard; "Guide to Teachers of the Primer of Teacher Training" by Arlo Ayres Brown; "Ganga Dass: a Tale of Hindustan"—all conversation, but concerned with the problems of religion and philosophy by Henry R. Calkins; "Popular Aspects of Oriental Religions" by L. O. Hartman, a study of six great religions of the East; "Religious Experience: its Evidential Values" by George Preston Mains; "The First Easter" arranged by Harold Speakman; "Temperance Sermons" edited by Clarence True Wilson, and a new edition of "At the Beautiful Gate of the Church" by Willard N. Tobie. Travelers: Herman Voss; F. M. Harris.

American Baptist Publication Society.

Travelers: A. P. Hughes (Middle and Atlantic States); F. E. Pinkham (Sunday School publications, Eastern States).

American Tract Society will publish as usual their series of "Self-Explaining Bibles," a very excellent "Bible Dictionary," the "Bible Text-Book," reproduced and revised within a year, one or two ooze leather books, "Scripture Promises" and "These Words of Mine," a newly revised and newly bound series of gems, Heart Life Classics, and a new edition of the Library of Best Authors, forty odd titles of censored stories for young people.

Travelers: Robert L. Ware and Edward C. Atherton.

D. Appleton & Company have a number of standbys on their spring list: Amelia E. Barr has written in "Joan" a romance of the mines, showing the social relationship between employer and employee; Robert W. Chambers offers another war story, "The Dark Star"; John Taintor Foote's "Dumb-Bell of Brookfield" is the story of a dog—an ugly duckling of a dog; Maximilian Foster's "Shoestrings"



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PAUL F. FLORIN has been with D. Appleton & Co. for the past twelve years, and has made many friends in the book world. Five years ago he became a member of the traveling staff, and there are very few parts of the country which he has not covered. His particular field is Baltimore, Washington, the entire South and the greater part of the Middle West, where he has developed a long list of satisfied customers for his house.

is a rollicking tale of a department store floorwalker, who makes a killing in war stocks with highly humorous developments; "An Alabaster Box," by Mary Wilkins Freeman and Florence Morse Kingsley, tells how a young girl in a New England village attempts to repair the damage and misery caused by her father years before

A new David Graham Phillips novel is being issued, "Susan Lenox, Her Rise and Fall," considered by many the author's masterpiece. Laura E. Richards writes in "Pippin" a story of prison reform. "Enchantment," a story of Ireland, by E. Temple Thurston, tells how Patricia Desmond might have been a nun but for the love light in her eyes. Bettina Von Hutten's "Mag Pye" tells the story of little Margaret Pye's search for her "beautiful" mother. "Summer," by Edith Wharton, is the story of a young girl in a New England village who hungers for a love affair, has it one summer, has her disillusionment, but is finally left on the road to happiness.

The juveniles include two Altsheler books, one by Barbour, one by Tomlinson, and two or three by other successful writers.

The general non-fiction list is already so long that all the good things it offers cannot be mentioned here. Among them are: "The American Year Book"; "Town Planning for Small Communities," by Charles S. Bird, Jr.; "Keeping Up With Your Motor Car," by A. Frederick Collins; "First Aid for Boys," by N. B. Cole and C. H. Ernest; "Introduction to Social Psychology," by C. A. Ellwood; "Excess Condemnation," by Robert E. Cushman, discussing the right of a city to condemn property in the vicinity of public parks and other city properties; "The Science and Practice of Photography," by John R. Roebuck; "The System of Financial Administration of Great Britain," by William F. Willoughby, and—tho we have but skimmed a few titles from the list—"Great Inspirers," a discussion of woman's influence in two of the greatest turning points of the world's history. Travelers: Emil Heikel (large cities of the

Travelers: Emil Heikel (large cities of the Middle West and Pacific Coast); Paul Florin (the South and the balance of the West); Whitney Bowles (New England, New York, and Pennsylvania); F. A. Clinch (Boston, Philadelphia and Canada).

The Automobile Blue Book Publishing Company issue a book indispensable to one person out of every thirty-three—for that is the proportion of automobile owners in the United States. The "Automobile Blue Book" is a standard road guide, always sure of large sales. The entire country is covered by nine volumes.

The Baker & Taylor Co. say that the trade will be specially interested in the new book published by Ellis O. Jones, for which they are to act as trade selling agents. It is "Henry Ford's Own Story" by Rose Wilder Lane, an interesting and inspiring account of Mr. Ford's life. The house also continue to act as trade agents for the University of Chicago Press and the other publishers for whom they have heretofore acted in that capacity.

heretofore acted in that capacity.

Travelers: William S. McKeachie (New York City); Lester Egan (Newark and other Jersey towns); William P. Glenney (Philadelphia). Other arrangements not yet definite.

Barse & Hopkins will initiate their spring campaign with "The Silent Hour" by Charlotte Burd, a New Thought book dealing with the limitless spiritual power of man. A book which will be welcomed by those whom life has dealt heavy blows is "Songs for Courage" by Zoë Beckley and Joseph Gollomb. The new Robert W. Service book, "Rhymes of a Red Cross Man," published last fall, will be issued in a new illustrated edition in cloth and morocco; also in embossed decorative leather in the 12mo and pocket editions. "The Spell of the Yukon" by Robert W. Service will be bound in specially designed embossed leather in the 12mo and pocket editions, and the "Ballads of a Cheechako" by the same author will be similarly bound in the same editions, and a new illustrated edition in cloth and morocco will be added.

The juvenile line will be strengthened by the addition of the Boy Scouts Life Series containing four titles by different authors and published with the approval of the Boy Scouts of America. The popular Polly Pendleton Series will have two titles added and the Go Ahead Boys and the Tomlinson Series one new title each. The Bobby Blake Series for boys and the Corner House Girls Series for girls from eight to twelve years, each have one new title. The College Life Series, The Big War Series and The Big League Series each have one new title. The books for younger children from five to nine years, known as the Kneetime Animal Stories, have two new titles, and The Traveling Bears Series one new title.

The line of gift books is augmented by two new editions of the "Rubaiyat of Omar Khayyam" in the Ardelle and Booklovers editions, both being issued in the cloth, flexible leather, Persian ooze, and embossed decorative leather editions. "The Wealth of Friendship" will be editions. "The Wealth of Friendship bound in an appropriate embossed leather. The bound in an appropriate embossed leather." "To My Mother," "To popular anthologies, "To My Mother," "To My Dad," "To My Dear," "To My Pal," "To My Friend," "To My Home" and "Friendship," will be bound in embossed leather of appropriate designs. The personal record books, such as "The Girl's Memory Book," "School Memories," "The Open Door," "Wedding Journal," "Babyhood Days," "Baby's Life," "Baby's Book," will all be bound in handsome embossed decorative leather. There is a new series of twenty-five titles of popular classics called The Shelburne Series bound in covers printed in colors in the offset process. The Rockingham Series contains a list of popular classics bound in handsome embossed decorative leather. The new Hargrave Series and the Relyea Classics will be bound in embossed leather. The familiar Ardsley Series contains five new titles. The Bancroft and the Biltmore Series will be issued in new vellum covers. The Finesse Classics will contain an offset cover printed in colors. The Day to Day Series and the Birthday Books will be issued in new embossed decorative leather editions. The Christmas Classics will have a new edition in embossed leather. All of the Barse & Hopkins leather books will continue to be bound in a patented tubular back

which permits the full opening of the book without the possibility of breaking the binding. Travelers: John H. Hopkins, Charles B. Nourse, William Haldane, Harry Von Lange, Watson M. French.

Brentano's new and forthcoming publications include: "Lewis Seymour and Some Women" (fiction) and "Confessions of a Young Man" (biography), both in the uniform edition of George Moore's early works; "Exploits of Juve" by Pierre Souvestre and Marcel Allain, being the second installment of the famous series of "Fantomas" detective stories; "What Happened to Me," by Mrs. LaSalle Corbell Pickett; "Marshdikes," a novel, by Helen Ashton; and "Their Lives," a novel, by Violet Hunt.

During the course of the year, still other volumes will be added to the new edition of the works of George Moore: "A Modern Lover," "Sister Teresa," "A Mummer's Wife," and "Esther Waters."

Travelers: Laurens Maynard, John T. Witsil.

The Britton Company have set April 15 as the publication date for their two leaders, but are beginning early to call attention to these books, which are to be widely advertised. Elaine Sterne's "The Road of Ambition" is the story of a man who struggles upward. Aspiration is the keynote. The non-fiction, "Laugh and Live," by Douglas Fairbanks, tells how the author laughed himself into a halfmillion a year. It carries a message for everybody. The volumes will be in gift book style.

Travelers: F. T. J. Nunan (all larger cities of the country, East and West, including the Pacific Coast); William H. Kleinteich (the South, including Texas, the Middle West, East

and New England.

A. L. Burt Company.
Travelers: Charles B. Steele (South and Pacific coast); Theodore A. Jasper (Central part of the United States, from Pittsburgh to Omaha, including Nebraska); Thomas J. Mc-Laughlin (Northern section of United States, from Albany to Minneapolis and St. Paul); John C. Vose (New England, Philadelphia, Baltimore and Washington); George J. Mc-Leod, Limited (Canadian Provinces); Alfred Coleman (Western territory).

The Century Co. leaders for the spring are: "Inside the German Empire" by Herbert Bayard Swope, giving the condition of Germany back home during 1916; "Inside the British Isles" by Arthur Gleason, which will do the same thing for the English in 1917; "Succeeding With What You Have" by Charles M. Schwab, giving the point of view, philosophy and many homely rules of success of one of the most prominent figures in American business life; "The Stingy Receiver" by Eleanor Hallowell Abbott, another tale of whimsy and laughter; "Aurora the Magnificent" by Gertrude Hall, a novel of American life in sophisticated Florence-one of the sort of novels that used to be read aloud to the home circle; and "The Dereliat and Other Stories" by Phyllis Bottome, a group of stories of less than novel length which exhibit the author's peculiar talent at

Travelers: George L. Wheelock, John F. Winters, and Frederick W. Owen (special representative on the Coast and west of Denver).

T. Y. Crowell Company.

Travelers: William R. Spinney (New York City, Philadelphia, Washington, Baltimore); George R. Hobby (Boston, Chicago, St. Louis and Pacific Coast); Frank C. Dixon (New England, New York State and all of the



HOWARD C. LEWIS Representing Dodd, Mead & Company

HOWARD C. LEWIS was connected with Moffat, Yard & Co. for seven years, and for a short period in 1913 with the Bobbs-Merrill Co. In 1914 he associated himself with Dodd, Mead & Co., and is now their representative on the Pacific Coast, in New England and the larger cities of the Middle West. He is one of the most popular of the "younger set" of salesmen and has established an enviable position for himself as a man of fine character, pleasing personality and business judgment

South); Ernest J. Bunce (Pennsylvania, Middle States and Northwest).

Cupples & Leon Company have some new departures as well as standbys to be ready on their publication day, March 31st. A new author, Alfred Raymond, begins a series of interest to boys with "Harry Harding, Messenger 45." A series for girls by a new author, Grace Gordon, starts with a lively volume, "Patsy Carroll at Wilderness Lodge." In the Ruth Fielding Series comes "R:1th Fielding at College" by Alice B. Emerson, and in the *Dorothy Dale Series* "Dorothy Dale's Engagement" by Margaret, Penrose. The *Baseball Joe Series* is increased by "Baseball Joe in the World Series" by Lester Chadwick, and in the *Motor Boys Series* by "Ned, Bob and Jerry on a Ranch" by Clarence Young. "The Boys' Pocket Library" is composed of ten numbers from Allen Chapman's boys' stories. The *Make Believe Series* of four numbers is written and illustrated by Julia Greene, who has also prepared "Alice in Wonderland—With Cut Out Pictures."

A new idea both in picture and reading is said to be presented in a series of five Mother McGrew books. The reading matter is by Alice Crew Gall and the pictures by Lee Wright Stanley. There are three additions to the All About Series and four new "Buster Brown Books." "A Wild Flower Story and Painting Book," quarto size, and ten special editions in boards of old favorites are given as special attractions to the trade. Inspiration Series of Patriotic Americans by C. M. Stevens is started by "The Wonderful Story of Washington" and "The Wonderful Story of Lincoln." They are not written as They are not written as biography but as the story of life building experiences having meaning for the patriotic inspiration of Americans. Cupples & Leon Company are still the United States agents for Dean & Son, London, and also for the Dean Rag Book Company, London, and have numerous additions to both these well known lines for the "kiddies."

Travelers: W. M. Edwards (Coast States, large cities in West and East); M. F. Gallon (South, New England and Pennsylvania); C. W. Wallace (Middle West and New York State).

Dodd, Mead & Company lay special emphas on "Piccadilly Jim" by Pelham Grenville Wodehouse, in which a young man comes to New York hunting for a job and gets his affairs all-tangled up by falling in love instead of attending strictly to business. Girls are again the complicating element in "The Girls at His Billet" by Berta Ruck, the lively story of a regiment camp deposited on the outskirts of an Adamless Eden. The chief serious novel on the list of this house is "Possession" by Olive Wadsley, the story of an English girl's strange childhood, her secret romance and the great love which comes to her out of almost overwhelming disaster. The fiction list also overwhelming disaster. includes the following titles, to mention only a few: "Upsidonia" by Archibald Marshall, adventures in a strange land where modern civilization is reversed; "Shadows" by Grahame Richards, English country life in war times and a man's regeneration; and "Thor-gils," the romance of a Norse hero by Maurice Hewlett.

A war book—perhaps it may safely be called the war book—comes from Frederick Palmer, the only accredited American war correspondent with the British armies in France in 1916. "My Second Year of the War" is said to give even more detailed information

and more vigorous descriptions than the author's preceding war narrative, "My Year of the Great War."

The non-fiction list includes some interesting contributions to Sociology and Education. C. Gasquoine Hartley (Mrs. Walter M. Gallichan) will give in "Motherhood" a well-balanced discussion of the present problems of woman. Dr. Elizabeth Severn in "The Psychology of Behaviour" shows the practical application of psychology to daily life. "Man's Unconscious Conflict" by Wilfrid Lay is a popular exposition of psycho-analysis and its helpfulness in solving the perplexing problems of human existence. There is to be a new Fabre book, "The Life of the Grasshopper," the seventh volume of the Souvenirs Entomologiques. "Religion for To-Day" is the work of one of America's most progressive ministers, John Haynes Holmes, pastor of the Unitarian Church of the Messiah in New York City.

The juveniles include a Fabre classic, "Insect Adventures," Christy Matthewson's "Second Base Sloan" and Irving Crump's "The Boys' Book of Policemen," which will appeal to every small boy who admires bigness, bravery and brass buttons.

Travelers: Harry M. Snyder (Philadelphia, Boston, Cleveland and Detroit); Howard C. Lewis (Pacific Coast, New England and the larger cities in the Middle West); J. Russell Lewis (Texas, the South, Baltimore, Washington and the smaller cities in New York, Pennsylvania and the Middle West).

Dodge Publishing Company.

Travelers: H. M. Caldwell (Canada, New York, Philadelphia, Baltimore, Washington, Boston, and New England); A. D. MacMullen (larger towns in the Middle West); Lennox Clifton (the South, Middle West, including Michigan, Ohio, Pennsylvania, and New York State); L. B. Westbrook (Pacific Coast and New England); Howard Jones (smaller towns in the Middle West, New York State and Pennsylvania).

M. A. Donohue & Co. will continue their Toy books, both flexible, linen and boards, their Specialty Painting Books, and their lines of Standard and Copyright 12mos for boys, girls and adults, adding thereto many new and attractive titles and unique features.

In addition to their regular lines they have acquired by purchase the publications of the Regent Press and G. W. Dillingham Co. of New York. They will continue the publications of both of these companies and push their sale vigorously, improving the material make-up of the books.

Travelers: Andrew Hamming and L. S. Diamond (New York City, Eastern States); Tom Allen (Dominion of Canada); E. F. Boedeker (Middle West and Southern States); John Coyle (North West and Pacific Coast); W. M. Hamersley (Middle West); J. K. Fisher (Middle West).

George H. Doran Company head their spring list with a half-dozen distinctive war

books, one of the most unusual being a contribution to Psychical Research, Sir Oliver Lodge's "Raymond; or Life and Death," presenting a coherent body of evidence to the effect that Sir Oliver's youngest son (killed over a year ago in France) has been ever since in communication with his circle. The other war books include Sir Arthur Conan Doyle's "The British Campaign in France and Flanders—1914," Lord Northcliffe's "At the War," Philip Gibbs' "The Battles of the Somme," Dixon Scott's "Men of Letters," "A Woman and the War" by the Countess of Warwick and "Belgium's Case" by Ch. de Visscher.

Many Doran standbys appear on the Fiction list. Gilbert Cannan heads the list with "Mendel." John Buchan has "Greenmantle," and E. F. Benson, "Michael." Cameron Mackenzie, who wrote so humanly in "Mr. and Mrs. Pierce," has chosen another human theme—one as vital as it is original. His central character is John Haddon who gives the novel its title, "The Man Who Tried to be It." Haddon's idea of running a business was to "supervise" everything—to monopolize all the stimulating tasks in sight. The following novels are also promising: Frank L. Packard's "The Adventures of Jimmie Dale, or The Gray Seal," W. Pett Ridge's "Madame Prince," M. E. F. Irwin's "Out of the House," Frank Swinnerton's "The Chaste Wife," Ivor Brown's "Security," "The Matchmakers" by J. E. Buckrose and an anonymous book, "The Straight Road," the startling confessions of a divorcée.

In "The Boys' Book of Sailing and Canoeing" Warren H. Miller has wisely taken into consideration the limitations of the average boy's pocket book. "Leadership of the New America," by Archibald McClure, studies the more recent immigrants, and especially their leaders. In "False Witness" Johannes Joergensen gives the Danish reaction toward the war. Kathleen Burke tells of her hospital work during the war in "The White Road to Verdun." Poetry is represented on the Doran list by John Oxenham's "All's Well." The chief announcements in Religion are W. M. Clow's "The Evangel of the Strait Gate," Howard J. Chidley's "The Man With Iron Shoes," J. G. Stevenson's "Worshipping Children" and Sir Robertson Nicoll's "Prayer in War Time."

Travelers: J. W. Corrigan (New York, Boston, Philadelphia, and other cities); H. R. Drake (Chicago and the Pacific Coast, and all religious bookselling houses); R. N. Hays (Southern States, Middle West and New England); E. H. Ziegler (New York State, Pennsylvania, and New England).

Doubleday, Page & Company feature in fiction "The Undertow," by Kathleen Norris, a story of married life in which unexpected prosperity upsets the careful plans of a sensible couple and leads them into difficulties; "The Balance," by Francis R. Bellamy, a new writer; a collection of Kipling tales, "Sea Warfare"; a new sea story by Conrad, "The

Shadow Line"—the "shadow line" is that dim boundary that divides youth from maturity; "Cinderella Jane," a romance of the artist folk of Washington Square by Marjorie Benton Cooke; "The Brown Study," in which Grace S. Richmond tells what happened to a young preacher who moved to the slums; "The Blue Envelope," by Sophie Kerr, the story of a girl who abandons a social career for office work and finds herself involved in international intrigues; and "Good-Morning, Rosamond!" by Constance Skinner, a gay little story of an English village. There are also novels by Thomas W. Hanshew, Harriet T. Comstock, Helen R. Martin, and Ernest Thompson Seton—his first novel.

"The War of Democracy" is prominent on the non-fiction list. Here the leading statesmen and thinkers of the allied nations tell of the ideals and principles back of the war. "The Life of James J. Hill," by Joseph Gilpin Pyle, is a straightforward biography of the man whose influence was doubtless the most potent factor in the development of the wealth of our great Northwest. In "Flying for France," James R. McConnell tells simply of the daily life of those Americans who have chosen to fly for France. Another side of the war—its influence on the diplomatic circles of Germany and Austria—is recorded by Ernesta Drinker Bullitt in "An Uncensored Diary."

Two friendly bird books are to be issued-T. Gilbert Pearson's "The Bird Study Book" and Gene Stratton-Porter's "Friends in Feathers." In gardening, of course, we always expect something from Doubleday, Page. spring they have four volumes in The Pocket Garden Library, one for each season, and Aristocrats of the Garden," in which Ernest H. Wilson, a successful and intrepid planthunter in China and Japan, tells about some new and beautiful plants as well as some that are known and tried. "Adventures in the African Jungle Hunting Pigmies," by William Edgar Geil, sounds like one of the most fascinating books for boys that we have had in a long time. A modern boy and his uncle go hunting for pigmies in Africa, fall among savages, and finally find the pigmies and also the giants whom they keep in subjection. And all this is a true story!

The non-fiction list concludes with the following titles: "The Collected Poems of James Elroy Flecker"; "Woodcraft Manuals," by Ernest Thompson Seton; "Jesus, the Christ, in the Light of Psychology" by G. Stanley Hall; The Little Nature Library, four volumes on birds, butterflies, trees and flowers; "The Awakening of Business," by E. M. Hurley; "How to Advertise," by George French; "Benjamin Franklin, Printer" by John Clyde Oswald; "The Manual of Successful Storekeeping" by Hotchkin (new ed.); Seton's "Sign Talks of the North American Indians"; André Chevrillon's "England and the War"; and "The Russian Advance," by Stanley Washburn. Travelers: Daniel W. Nye (in charge of the

Travelers: Daniel W. Nye (in charge of the sales department); Frank O'Sullivan (his assistant); H. C. Kinsey (New York, Boston,

Philadelphia, Baltimore, and Washington); H. B. Earl (larger cities between New York and St. Paul, including Chicago); G. V. Sieffert (the coast and New England); J. H. Apeler (the South and Middle West cities not covered by Mr. Earl).

Frederick J. Drake & Company. Travelers: L. B. Vaughan, L. R. Drake.

Duffield & Company are bringing out "The Mannequin" by Julie M. Lippmann, a quick, lively story of surprising adventure at a New York dressmaker's and on a yacht, bound up in an ingenious mystery, with a most charming heroine. Equally full of mystery is the plot of J. J. Bell's "Till the Clock Stops," a detective story with a most unexpected outcome.

Present interest in things Spanish gives an added appeal to Barrett H. Clark's "Master-pieces of Modern Spanish Drama." Three masterpieces by the three greatest living Spanish dramatists, "Daniela" by Angel Guimera, "The Duchess of San Quintin" by Benito Perez Galdos, and "The Great Galeoto" by José Echegaray, are here translated, two of them for the first time, into English. Guimera is the Catalan dramatist whose "Marta of the Lowlands" and "Maria Rosa" have been performed in this country, and this is his most Galdos is well known as a famous play. novelist, and Echegaray is the greatest living Spanish dramatist. Mr. Clark, who has edited and written many books on the drama, has contributed an introduction and biographical notes on each of the dramatists, with a complete list of their plays.

Travelers: Samuel McLean Loweree, Francis J. Sloane.

E. P. Dutton & Company have a long fiction list for the spring, including "The Way Hearts Go" by Laurence Haywood, a story of modern American social life; "The Wave," a drama of incarnation, by Algernon Blackwood; "Grail Fire" by Zephine Humphrey, in which a young priest finds love and duty calling from different directions; "If Wishes Were Horses," a humorous story of political life, by Countess Barcynska; "April Folly" by St. John Lucas, artist life; "Petunia" by Mrs. George Wemyss, author of "Jaunty in Charge"; "No Graven Image," in which Hilda P. Cummings shows the spiritual development of a young Anglican divine; H. C. Bailey's "The Highwayman," a tale of the days of Good Queen Anne; Hamilton Drummond's "Greater Than the Greatest"; Mary Webb's "The Golden Arrow"; "The Enlightenment of Paulina" by Ellen Wilkins Tomkins; "Seen and Heard" by Mary and Jane Findlater; and "The Royal Outlaw," a romance of the youth of David, King of Israel. There are still other volumes on the fiction list.

More than a dozen war books are promised. Among them are "A Student in Arms" by Donald Hankey; "Grapes of Wrath" by Boyd Cable, a picture of the actual conflict; "From Dartmouth to the Dardanelles," a mid-

shipman's log, edited by his mother, which shows how the young cadets from Dartmouth proved their worth; and "The Red Watch" by Colonel J. A. Currie, the story of the deeds that immortalized the Canadian Highlands Battalion at the battle of Neuve Chapelle.

The house is strong in Essays, too, this season. "The Judgment of the Orient" shows how the war looks to an Oriental, K'ung Yuan Ku'suh, a Chinese student and traveler. Vance Thompson's "Woman" is a white hot feminist argument. In lighter vein Alfred Turner writes of "On Falling in Love and Other Matters."

The following volumes are selected almost at random from the Dutton list: "Pirate Bridge" by R. F. Foster; "The Declining Birth Rate," prepared by the Council of Public Morals; "Private Bridge" by R. F. Foster; "Ponies and All About Them" by Frank Townsend Barton; and "The Ideal Home," how to find it, how to furnish it, and how to keep it

Travelers: LeBaron D. Scribner; Edgar W. Porter; Mortimer Douglass; H. W. Harris; W. C. Becker; H. C. Foster; Edward J. Chess.

The H. K. Fly Company's two novels are coming April 1: "The Secret of the Storm Country" by Grace Miller White, author of "Rose O'Paradise" and "Tess of the Storm Country," and "His Own Home Town" by Larry Evans, author of "Once to Every Man" and "Then I'll Come Back to You."

Forbes & Company have not yet completed their spring list but announce that they will have a strong line of attractive new books which will be brought to the notice of the trade by their representative.

Traveler: E. S. Gray.

Funk & Wagnalls Company. Among the few early 1917 publications that this house is so far able to announce, are: "The Dictionary of Grammar" by James' A. Hennesy, a small handbook of low price and great practical value; "Mounted Police Life in Canada" by Captain R. Burton Deane, a political-historical document of intense human interest and historical value; and "Ticket Writing and Sign Painting" in their series of technical books which should find a ready audience.

Two new garden books are coming: "Everybody's Flower Garden" by H. H. Thomas, and "Fruit Growing for Amateurs" by the same author. In an unusual volume of essays, "Rational Orthodoxy," the anonymous writer sheds new light on many moot questions. In "Conditions of Labor in American Industries" W. Jett Lauck and Edgar Sydenstricker, two careful students of economics and statistics, consider the earnings of workers in principal industries, conditions as to work, irregularity of employment, unemployment, sanitary matters, etc. The text is non-technical and the tables are authentic. Librarians, business men, social workers and labor unionists will find the volume of great value. Other books to be published in the spring are not yet ready for announcement.

Traveler: David J. O'Connell (Eastern

states to the Pacific Coast, including all important cities).

Grosset & Dunlap added a number of novels to their long list on January 20th—first "The Turmoil," which started the year with a rush, and then three Jack London books, "John Barleycorn," "The Valley of the Moon" and "Burning Daylight." By a coincidence these books appeared immediately after the death of the author. The other January publications included: "Common Clay," novelized from the play, "The Man of Iron" by Richard Dehan, Roy Norton's "The Boomers," Phoebe Gray's "Little Sir Galahad," Clara Louise Burnham's "The Right Track," "I Accuse!" the much-discussed book on German policies written anonymously by a German of high rank, and Ian Hay's "The Right Stuff."

February 15 brings some popular novels and one of rare distinction—Ernest Poole's "The Harbor," a story of New York's social and industrial aspects which was considered by many the most noticeable book of 1915. The other novels are: Zane Grey's "The Lone Star Ranger," Irving Bacheller's "Keeping Up With Lizzie," C. C. Hotchkiss's "The Spur of Danger, Hulbert Footner's "The Sealed Valley," Charles Alden Seltzer's "The Boss of the Lazy Y," "The Hearts of Grace" by Philip Verrill Mighels, and "The River" by Ednah

Aiken.

Travelers: Edward C. Ketcham, Philip Grosset, Edward P. Dunlap, Samuel A. Jenkins, Desmond FitzGerald, Garnet W. Grosset, Edward, T. Bellamy, Bernard P. Johnson, Ralph W. Fulton, Arnold E. Wilhelm, Eugene S. Westervelt, Thomas A. Sheppard, Raymond L. Coté, George J. McLeod, Ltd. (Canadian agents), George Robertson & Co., Ltd. (Australian agents), Philippine Education Co., Inc. (Philippine agents).

Harper & Brothers have a long list of novels headed by "The Lifted Veil," a story of New York society by Basil King, author of "The Inner Shrine." "The White People" by Frances Hodgson Burnett is an important announcement. Zane Grey writes in "Wildfire" the story of a stallion, a vivid tale of the untamed West. Sinclair Lewis in "The Job" tells the real day-by-day life of a woman in the business world and-in love. Herman Whitaker's new novel, "Over the Border," is a romance of modern Mexico, a tale of love, adventure and anarchy. Holman Day in "Where Your Treasure Is" takes his hero in search of adventure from the Atlantic coast to the Pacific and even into it. Edwin Lefevre has an unusual situation in "To the Last Penny"-a boy made into a splendid man because he believes his father to be an embezzler. Clarence Budington Kelland's novel, "Sudden Jim," is a story of love and business. Allan Updegraff writes humorously in "Second Youth" of a man who did not begin to really live until he reached middle age. Thompson Daviess tells in "Out of a Clear Sky" a modern version of the fairy tale in which an American rescues a princess lost in a forest. Rupert Hughes is represented by



MORTIMER DOUGLASS
Representing E. P. Dutton & Co.

MORTIMER DOUGLASS joined the force of E. P. Dutton & Co. as office boy in 1891 and worked his way thru both retail and wholesale departments. With this sterling equipment, he started as representative on the road in 1906 and has since traveled and shown the Dutton samples thru most of the book towns in the East from Canada to Florida.

his first book of short stories, "In a Little Town"—all of them centering in "Carthage" and intimate pictures of life in a small town. Other short stories are contained in "The Second Odd Number," a second volume of De Maupassant's immortal stories. In "The Confessions of a Social Secretary" Corinne Lowe gives an insight into America's most exclusive society.

Turning to non-fiction, the Harpers inaugurate, in honor of their Centennial year, two important new series: Harper's Fine Arts Series, edited by Prof. Chase of Harvard, and Harper's Modern Science Series. The first volumes in these two respectively are: "A History of Architecture" by Prof. Fiske Kimball of the University of Michigan and Prof. G. H. Edgell of Harvard, which sums up the results of modern investigation and is liberally illustrated, and "The Offender" by Burdette G. Lewis, N. Y. State Commissioner of Correction, a constructive work on the criminal and modern methods of dealing with him. Professor Frederick A. Ogg in "National Progress, 1907-1916," brings The American Nation Series up to date. Frank W. Noxon in "Are We Capable of Self-Government?" interprets the economic, political and social events of the

first part of the century in the United States. "What You Can Do With Your Will Power" is a new book of inspiration by Dr. Russell H. Conwell, and "The New Life" by Dr. Samuel McComb is of the same order.

McComb is of the same order.

Prof. Edwin D. Shurter makes use of his wide experience in "How to Debate," and President William T. Foster of Reed College discusses a subject of great importance in "Shall Students Study?" "At the Sign of the Dollar" by Lorin F. Deland contains valuable lessons for all business men. For them also is "Retail Buying" by Clifton C. Field. Joyce Kilmer writes in "Literature in the Making" the views of many of the best-known American writers on the present tendencies in literature. Charles Rann Kennedy has a new play, "The Rib of the Man"—a startling theme in a beautiful setting. The Centennial Edition of "Crabb's Synonyms" is revised and amplified.

For younger readers there are "Happy: The Life of a Bee" by Walter F. McCaleb, a story true to facts and fascinating as a fairytale; and "Miss Li'l' Tweety" by Louise Clarke-Pyrnelle, a story of plantation life. "Masters of Space" by Walter K. Towers, the story of inventions and inventors of message-sending thru space, is for readers of all ages.

Travelers: George V. Price (all the large cities of the country as far West as St. Louis); H. V. Patterson (the Pacific coast, some of the Middle West and New England); Adam Burger (the South, Middle West and some cities in Pennsylvania and New York State).

Norman W. Henley Publishing Company spare no pains in keeping their automobile books up-to-date—and few books need more active revision, for Darwin never found a species which passed so quickly thru the various stages of its evolution as does the motor car. Among the 1917 editions are K. M. Dunham's "Automobile Welding with Oxy-acetylene Flame" and a half-dozen books on driving, repairing, etc., by Victor W. Pagé.

The A. J. Holman Company state that owing to their heavy paper orders early in the war they will be able to fill orders for Teachers', Pocket and even Children's Bibles during 1917 with the original highest grade imported Bible paper. All their India paper editions will be printed on the first grade quality, the same as that used before the war. One of the mills from which the Holman Co. got its paper has since been blown out of existence and none of the others is in a position to make any paper—one mill giving as a reason not shortage of pulp but the impossibility of getting copper wire.

The "Soul Winners' Testament" just published has been adopted by a number of leading evangelists as the most helpful edition of the New Testament yet issued. It is unique in arrangement, logically unfolding the plan of salvation.

Travelers: A. J. Hilt, J. R. Houston, F. Krauss, L. Maynard.

Henry Holt and Company's list, with but two novels, Katherine Keith's autobiographical story of Chicago, "The Girl," and the concluding volume of Martin Andersen Nexö's great tetralogy picturing a modern labor leader, "Pelle the Conqueror: Daybreak," reflects the growing public interest in non-fiction and poetry.

In poetry, they promise Walter de la Mare's "Peacock Pie," in which the author of "The Listeners" is interpreted in illustration by W. Heath Robinson; Richard Burton's "Poems of Earth's Meaning," including the memorial poem to Arthur Upson; "These Times" by Louis Untermeyer, author of "Challenge"; and Mr. Untermeyer's translation, "Heinrich Heine: 325 Poems," which the publishers expect will rapidly take its place as the standard translation of Heine. Another translation from the German will be Lessing's "Minna von Barnhelm" in Otto Heller's new rendition.

Critical volumes of unusual interest include Romain Rolland's "Beethoven," translated with copious notes and addenda by A. Eaglefield Hull; Sir Arthur Quiller-Couch's "Notes on the Workmanship of Shakespeare"; and "The New Criticism: Essays on the Unity of Genius and Taste," by J. E. Spingarn, formerly professor of comparative literature, Columbia University. Sheila Kaye-Smith's "John Galsworthy" will be uniform with Hugh Walpole's "Conrad" and other volumes in Holt's 60-cent series of books on "Writers of the Day"

The Holts report that they have been able to keep a supply of Lord Charnwood's "Abraham Lincoln" for only a few days at a time since early December. They will add shortly companion volumes to the series on "Makers of the Nineteenth Century" in Hugh Elliott's "Herbert Spencer" and David Hannay's "Porfirio Diaz." With these biographies will come some histories of outstanding interest: Charles Downer Hazen's companion volume to his "Europe Since 1815," covering "The French Revolution and Napoleon"; Leon Dominian's "Language and Nationality in Europe," and a popular edition (paper) of Walter Lippmann's "The Stakes of Diplomacy," with a new preface explaining Mr. Lippmann's informed interpretation of President's Wilson's peace policy.

In the realm of natural history, a new, enlarged and illustrated edition of J. Arthur Thomson's "Darwinism and Human Life" will share attention with "Pets: Their History and Care," by Lee S. Crandall, assistant curator of birds at the Bronx Zoological Park, New York City.

Gertrude S. Mathews's "Treasure" is an unusual book of travel, based on actual letters from a man who had an adventurous search for a lost gold mine in tropical South America, and who found all sorts of treasure as he traveled.

As usual, the Holt list embraces significant books on philosophy. This spring it includes E. B. Holt and William James, jr.'s trans-

lation of Th. Flournoy's "The Philosophy of William James"; "Creative Intelligence: Essays in the Pragmatic Attitude," by John Dewey and others, and a 50-cent reprint of two essays of William James, "The Energies of Men" and "The Gospel of Relaxation" in a volume entitled "On Vital Reserves."

And in this spring of war prices, the Holts may be doing most for humanity, and June brides especially, in Mary Green's "Better Meals for Less Money," wherein a former instructor in a well-known cooking school gives about 600 simple recipes warranted to mitigate the high cost of living.

Travelers: Alfred Harcourt, August H. Gehrs, and Stanley Walker (Middle West and East); Desmond FitzGerald (Pacific Coast)

Houghton Mifflin Company have a well rounded assortment of books this season, of which only a few can here be mentioned. Among the novels Mrs. Porter's "The Road to Understanding" is, of course, preeminent. The publishers anticipate for it an even greater sale than for "Just David," of which 150,000 copies have been printed, as in addition to all the elements that made "Just David" popular, it has a strong love interest that should attract many new readers. Other notable novels are "One Year of Pierott" (a new edition), "The Yukon Trail" by William Macleod Raine, "The Triflers" by F. O. Bartlett, "The Ford" by Mary Austin, "The Way of the Wind" by Eugenia B. Frothingham, and "Jerry" by Arthur S. Pier, to mention only a few.

a few.

The list of biographies is headed with two of peculiarly wide popular interest—"Honest Abe" by Alonzo Rothschild, and the "Recollections of a Rebel Reefer" by Col. James Morgan. Another important volume in this class is Sanborn's final and definitive "Life of Henry D. Thoreau"

The leader among war books is "Obstacles to Peace" by S. S. McClure, who heard at first hand the views of such leading men of the belligerent countries as Lord Northcliffe, Lord Haldane, Herr Zimmermann, Count Berchtold, Count Tisza, and Baron Burian—to mention only a few. Another notable war book is Hargrave's "At Suvla Bay," in which the famous scout master and author of "Lonecraft" does for the Gallipoli campaign what Ian Hay in "The First Hundred Thousand" did for the western front. "The Campaign Diary of a French Officer" should also receive a good deal of attention.

In Poetry Arthur Chapman's "Out Where the West Begins" should be a popular success. The poem that gives its title to this volume is one of the most popular that has been written in this country during recent years.

Among miscellaneous books of particular interest are an "Anthology of Mother Verse," selected by Elizabeth McCracken; "A Red Indian Fairy Book" by Frances Jenkins Olcott, "Essays in War Time," essays on social hygiene by Havelock Ellis, and "Your National Parks" by Enos A. Mills.

Travelers: Frank Bruce (New York and Philadelphia); H. S. Elliott (Pacific Coast); George H. Geer, Jr. (Chicago and Middle West); W. D. Love (East, South and Canada); E. F. Magner (New England and Middle West); W. B. Pratt (Boston).

B. W. Huebsch announces "A German Deserter's War Experience," a graphic account of what war is in practice and how militarism degrades mankind; also Michael Artzibashef's "Tales of the Revolution," the best short stories by the author of "Sanine." The seventh volume of Gerhart Hauptmann's Dra-



EDWARD P. DUNLAP Representing Grosset & Dunlap

"En" DUNLAY was born at Monongahela, Pa, but spent his boyhood days in Orrville and Wooster, O. He entered Princeton University, and in due time was graduated. Almost from the beginning of the house of Grosset & Dunlap he has been identified with it. His territory includes the larger cities in Colorado, Indiana, Iowa, Kansas, Michigan, Minnesota, and Wisconsin, and in that part of the country, as elsewhere, he has a proud record.

matic Works is announced, Miscellaneous Dramas, including "Commemoration Masque," "The Bow of Odysseus," "Elga" and two fragments, "Helios" and "Pastoral."

Other non-fiction works on the Huebsch list include: M. J. Bonn's "German War Finance"; C. V. Drysdale's "The Small Family System," a revised and enlarged edition based on the latest reports on the subject; Hanns Heinz Ewers's "Edgar Allan Poe," an evaluation of Poe by the most conspicuous

writer of imaginative literature in Germany; "The Riddle of Ireland" by Francis Hackett, light on social, pelitical and economic Ireland; Alexander Harvey's "William Dean Howells: the Supreme Literary Artist"; Vaughan MacCaughey's "The Natural History of Chautauqua"; a biography of Jean Jaurès by Margaret Pease, with an introduction by J. Ramsay Macdonald, M.P.; Carl D. Thompson's "Municipal Ownership," a summary of facts and arguments that will supersede all books on the subject; Freeman Tilden's "Second Wind: Back to the Land After Sixty"; "How to Face Life," wisdom for the seven ages of man, by Stephen S. Wise; and "Misinforming a Nation," a critical examination of the Encyclopædia Britannica in relation to its effect on the development of American culture, by Willard Huntington Wright.

Travelers: Frederick Hope (East and Middle West); Laurens Maynard (publications in the Far West); Frederick W. Owen (Year Books in Far West).

Hurst & Company.

Travelers: Louis M. Levy; Charles A. Canner; Harold W. Sampson; George J. McLeod (in Canada).

George W. Jacobs & Company again head their fiction list for 1917 with a new Ridgwell Cullum book, "The Son of His Father," a typical western story, which is to be published on March 10th. Homer Greene, author of "Pickett's Gap," a popular seller of a few years ago, will have a new story, "The Unhallowed Harvest." Bishop Talbot, of "My People of the Plains" fame, has written "A Bishop's Message." Wayne Whipple will add to the *Heart Series* "The Heart of Lee." A new series consisting of the most popular of non-copyright fiction for grown-ups, paralleling the Washington Square Classics for children, will be launched this year (titles to be announced later).

"Andersen's Fairy Tales" will be a valuable addition to the Washington Square Classics. "Jean of Greenacres" by Izola L. Forrester, "Brave Deeds of Indian Fighters" in The Brave Deed Series, and "Betty Bonnet," third series, will be anticipated by the young folks. The house also plans several attractive juveniles with colored illustrations.

Travelers: D. L. Macrae (large towns, East, West and Pacific Coast); Clement F. Benoit (South, Middle West, Pennsylvania, New York State and New England).

Jordan & Company.

Travelers: Russell L. Furlong, assistant manager of Jordan & Company; Walter H. Furlong, represents the house thruout the

Alfred A. Knopf announces "Brian Banaker's Autobiography" by W. B. Trites, "Backwater," a novel by Dorothy Richardson, "Mutual Aid: A Factor of Evolution" by P. Kropotkin, all three to be published February 10; "The Autobiography of a Super-Autobiography of a Super-Tramp" by William H. Davies, preface by Bernard Shaw, "The Book of Self" by James Oppenheim, "Central Europe" by Freidrich Naumann, "Crimes of Charity" by Konrad Bercovici, "Russia's Message" by William English Walling, all to be published March 10; "Asphalt and Other Poems" by Orrick Johns, "Echo of Voices" by Richard Curle, "The Book of Camping" by A. Hyatt Verrill, "The Shield" by Gorky, Andreyev and Sologub, all to be published April 10; "Confessions of a Little Man During Great Days" by Leonid Andreyev, and "The Journal of Leo Tolstoi," by Tchertkov, to be published May 10.

Travelers: Louis C. Green (New York, the East and the Middle West); James L. Crowder (Chicago and its vicinity); Desmond FitzGerald (west of Chicago, including the Pacific Coast and Texas); Edmund R. Brown (Boston and New England).

John Lane Company opens the year 1917 with the announcement of publications by some of its biggest authors. A new volume of poems by William Watson, "Retrogression," appeared in January, and a little later will come an English translation of some more love-poems, "Les Heures d'après Midi" love-poems, "Afternoon"), by the famous Belgian poet, Emile Verhaeren, written shortly before his tragic death. Sarojini Naidu, the gifted poetess of India, who bids fair to rival Tagore in popularity, has ready "The Broken Wing," a new volume of poems.

The Bodley Head novelists will be well represented. The new American novelist of last year, Isabel Paterson, has a new book on the list this season, "The Magpie's Nest"—of much the same setting as "The Shadow Riders" —which will appear in February or March. Edith Wherry, whose "The Red Lantern" appeared some years ago, has written another novel, with its setting in China, "The Wanderer on a Thousand Hills." Among the most interesting of the novels will be a stage story, "The Gay Life," by Keble Howard, who knows stage life as very few novelists know it, having been for some years dramatist, theatrical manager, actor, producer, and the editor of a semi-theatrical magazine. Muriel Hine's "Autumn" is the love-story of a woman in the autumn of life. On August 25 will come William J. Locke's "The Red Planet," a story of wartime, the not of war. Theodore Dreiser is now at work on "The Bulwark," which he hopes to have ready for publication in the late spring.

Among art publications will be "Decorative Elements in Architecture," by W. Francklyn Paris, a book of good taste in architecture and furnishings, with particular application to indoor appointments of every nature; "Paul Manship: Sculptor," by A. E. Gallatin; a new International Studio supplement, "Arts and Crafts," dealing with the artistic handicraft in its various branches; "The Studio Year-Book of Decorative Art, 1917"; and "Pictures of Ruined Belgium"—pen-and-ink sketches drawn on the spot by Louis Berden.

Books on the war will be a prominent feature of the list. Isaac Marcosson's "The War

After the War" deals with the possible effects of peace on the trade of the United States. "From Verdun to the Somme" is an Anglo-American glimpse of the great advance—a real picture of a visit made by the author, Harry E. Brittain, and the Hon. James M. Beck, of New York, to many historic points along the western front. To those interested in the preparedness movement, Isaac Marcosson's "Leonard Wood-Prophet of Preparedness"-a character study of the most distinguished living American soldier—will be wel-come. Edith Keen, an Englishwoman who was for some years in the service of Princess Frederick Leopold of Prussia, sister of the German empress, as companion to her daughter, gives in a book, entitled "Seven Years at the Prussian Court," much information regarding Prussian court, much information regarding Prussian royalty. Mrs. John Lane, continuing her "Maria" series, gives us "War Phases According to Maria." Like Tommy in the trenches, Mrs. Lane has released a lighthearted pen and allowed it to dwell on some of the mirth-provoking foibles that have resulted directly or indirectly from war conditions. The illustrations are a notable feature of this volume.

Travelers: Charles C. Giffen (New York, Boston, New England, New York State, Philadelphia, Baltimore, Washington); John A. Bell (Chicago, Middle West and South).

J. B. Lippincott Company's publication anannouncements for early spring show a number of volumes, both fiction and works of a serious character, which promise well. On January 29 they issued George Weston's "Oh, Mary, Be Careful!" an intriguing story delightfully illustrated and bound. This is a \$1.00 book, similar in style to "The Rose Garden Husband." Another important novel on their list is Sidney L. Nyburg's "The Chosen People," a story of American Jews which will appeal not only to the Jew, for whom it has apparently been written, but also to any one interested in vital problems of religion and sociology. Carolyn Wells in "The Mark of Cain" gives Fleming Stone a particularly difficult crime to unravel. H. W. Bartol has translated from the French of Edmond Tarbé an unusual novel of French life, "Angele." The heroine, a woman of deep spirituality, has been brought up under evil influences which it is well-nigh impossible to fight

it is well-nigh impossible to fight.

George Kunz's "Rings" has just been issued, publication having been postponed from the fall. The volume contains 290 illustrations in color and doubletone, and information about rings that it has taken the author many years to collect. Another art book will be published in February: Joseph Pennell's "Pictures of War Work in England," with an introduction by H. G. Wells. It contains 51 impressive plates showing the work being done in the factories and workshops in England. Theodore Duret, one of Whistler's most intimate friends, is the author of "Whistler," describing Whistler's youth in Paris and London, his artistic impulses and the development of his genius. There are 32 illustrations.



GEORGE H. GEER, JR.
Representing Houghton Mifflin Co.

George H. Geer, Jr., who recently joined the sales force of Houghton Mifflin Co., began his career in his home city of Syracuse, N. Y., with Clarence E. Wolcott. In 1905 he entered the retail department of the Bobbs-Merrill Co., and was manager and buyer there for two years prior to the time the retail business was sold to the W. K. Stewart Co. He then entered the publishing department of the Bobbs-Merrill Co., representing them in the South, in New York State, and thruout New England. In 1914 he was appointed sales manager of the company, with headquarters in New York City. In connection with his duties in this capacity, he covered the four principal cities in this territory—New York, Boston, Philadelphia, and Chicago. At present he has charge of the Middle Western territory for Houghton Mifflin Co., with headquarters in Chicago.

"Some Russian Heroes, Saints and Sinners" by Sonia E. Howe, presents the human side of a great people in the lives and legends of the greatest of their heroes, saints and sinners. For gardeners the house is publishing "The Book of the Peony" by Mrs. Edward Harding, elaborately illustrated, and two new editions of George C. Thomas, Jr.'s, "Practical Book of Outdoor Rose Growing," a small edition for \$2.00 which will contain about 36 illustrations in color and black and white, and a new fourth edition of the large book for \$5.00, which contains about 96 colored illustrations and 20 in black and white. Warren M. Horner, who has had about twenty-five years' experience in the insurance business, has written "Training for a Life Insurance Agent," and C. B. Fairchild, Jr., of the Philadelphia Rapid Transit Company, "Training for

the Street Railway Business," both in Lippincott's Training Series. They are up to the standard and are fully illustrated. Gifford Pinchot has prepared a revised edition of his "Training for a Forester." "Fundamentals of Naval Service" by Commander Yates Sterling is a companion volume to Captain Andrews's "Fundamentals of Military Service, which was used in the training camps last "The Laws of Physical Science" by vear. Edwin F. Northrop, Ph.D., is a reference book for students and instructors and for any one interested in science

Adventures of the Gray Fur Family," told by Vera Nyce and pictured in color by Helen Nyce, is the beginning of a new series of small, daintily illustrated books for children.

"J. Cole" by Emma Gellibrand, pictured in color by Maria L. Kirk, is the new volume

in the Children's Classics.

The following books—all important—are also promised for spring publication: Life of Doctor Robert Hare" by Dr. Edgar F. Smith, Provost of the University of Penn-"Technique of Pictorial Photography" by Paul L. Anderson, E.E., for the amateur and professional photographer; Handbook of English Literature" by Edwin L. Miller; "Standard Methods of Testing Juvenile Mentality" by Norbet Melville; "Home Labor-Saving Devices and How to Make Them" by Rhea C. Scott; "Canning and Preserving" by Ola Powell, the second volume in Lippincott's Home Manual Series-these books are for the home and school and Lippincotts expect to make them as popular as their standard set, Lippincott's Farm Manuals; "Feeding Manual and Note Book" by F. W. Woll, Ph.D.; "A Text Book of Home and School Gardening" by Prof. Kary C. Davis; "Plant Husbandry" by Kary C. Davis; "Soil Physics" by Prof. J. G. Mosier; and "Productive Dairying" by Prof. R. M. Washburn, the latest volume in the Farm Manual Series. New medical books are: "Diseases of the Heart," 3d edition, by Dr. Arthur-Hirschfelder; Fuchs' "Text Book of Ophthalmology," translated by Alexander Duane, M.D.; "Harvey Lectures 1915-1916"; "Diseases of the Skin" by Dr. Milton B. Hartzell. New scientific books include: "Vaporizing of Paraffin for High Speed Motors" by Edward Butler; "A Handbook of Briquetting," Volume I, by Franke, translated by F. Lantsberry; the new sixth edition of the standard "Remington's Practice of Pharmacy," issued in two volumes for students and one complete volume for druggists and physicians; also the 20th edition of the indispen-sable "United States Dispensatory" in one octavo volume, which has been the standard reference work for druggists since it was first published; and "State Board Questions and Answers for Nurses" by Dr. John Foote.

Travelers: Horace S. Ridings, Thomas H. Clagett, Herbert M. Gaskill, Solomon S.

Weible.

Little, Brown & Company are pushing "Limpy," by William Johnston, the story of a

boy who felt neglected. This should reach that wide circle of readers who like happyending stories of not too involved psychological complications, which depend on a simple and fundamental appeal to the emotions of the average person.

"Our Next-Door Neighbors," by Belle K. Maniates, author of "Amarilly of Clothes-Line

Alley," is also announced.

The following books are announced for February 24: "Health and Disease: Their Determining Factors," by Dr. Roger I. Lee; "Dunsany the Dramatist," by Edward Hale Bierstadt; "Fifty-One Tales," by Lord Dunsany; "Mogu the Wanderer," by Padraic Colum; "Three Welsh Plays," by Jeannette Marks; "The Contemporary Drama of England," by Thomas H. Dickenson, author of "Chief Contemporary Dramatists"; and "The Contemporary Drama of Ireland," by Ernest A. Boyd, author of "Ireland's Literary Ren-

Travelers: Joseph F. Greene (New York City, Boston, Philadelphia and Chicago); Andrew D. Pierce (South and Pacific Coast); Frank Jones (New England and Boston, and some points in the Middle West); Edward J. Vass (New York central and the Middle

West).

Longmans, Green & Company's announcements include: "Alfred Lyttleton," an account of his life, by Edith Lyttleton (Lyttleton was Secretary of State for the British colonies from 1903 to 1906); "Arthur Henry Stanton." a memoir, by the Right Hon. G. W. E. Russell; "Primitive Worship and the Prayer Book," rationale, history, and doctrines of the English, Irish, Scottish and American books, by the Rev. Walker Gwynne; "Indian Moral Inkev. Walker Gwynne; "Indian Moral Instruction and Caste Problems and Solutions," by A. H. Benton; "Medical Diseases of the War," by Arthur F. Hurst, a well-known neurologist; "The Christian Ethic of War," by the Rev. P. T. Forsyth; and "Conduct and the Supernatural: Being the Norrison Prize Essay for the Year 1913," by the Rev. Lionel Spencer Thornton. Spencer Thornton.

Travelers: Theodore F. Pike (East and Middle West); Laurens Maynard (Far West).

Lothrop, Lee & Shepard Company feature a novel of Southern life, "The Shelleys of Georgia," by Beatrice York Houghton, as a prominent item in this year's list. Other fiction

titles will be announced later.

In juveniles this house has a strong line. Of first importance is "Mystery Tales," a good-sized collection of standard mystery stories compiled for the enjoyment of young people by a well-known authority, Elva S. Smith, of the Carnegie Library, Pittsburgh. A book which can satisfy the natural juvenile taste for thrills and at the same time pass library censorship is worth noting. Other books on the list are equally sound and satisfying. Dr. Francis Rolt-Wheeler has in press "The Polar Hunters," a second title in his Museum Series, under the patronage of the American Museum of Natural History, and by arrangement with the Weather Bureau

will in the fall add to his unique U. S. Service Series "The Boy with the U. S. Weather Man." Dr. Van Teslaar tells of the scenes and customs of his youth in "When I Was a Boy in Roumania," a timely addition to the Children of Other Lands Books, each written by a native of some interesting foreign country.

who later came to live in America.

Edna A. Brown contributes "The Spanish Chest," and Nina Rhoades has another of her Brick House Books, "Plucky Little Patsy," while Amy Brooks will have another of her Dorothy Dainty books. Norma Bright Carson, editor of The Book News Monthly, supplies an attractive nature juvenile, "The Fairv Housekeepers," illustrated and decorated by Hazeltine Fewsmith. A. P. Morgan, whose "The Boy Electrician" has been such a success, is preparing "The Boys' Home Book of Science and Construction," while not only Girl Pioneers but all girls will be interested in "Blue Robin, the Girl Pioneer," by Rena I. Halsey. (We keep the boys at home these days, and let the girls do the pioneering!) Isabel Hornibrook will follow up a success of last year by "Camp Fire Girls and Mt. Graylock," and Norman Brainerd comes to the front again for boys with "Winning His Army Blue." Another Dave Porter book by Edward Stratemeyer may be expected this fall.

Mention should also be made of a book for little people that will be important both to the trade and in schools, "Story Plays" for little children, with music, finger plays and rhythms, by Mary Leora Hall and Sarah Elizabeth Palmer, of Cleveland. Another leading spring juvenile, "Rosechen and the Wicked Magpie" by Evaleen Stein, will be published in the decorated style of juvenile recently successfully introduced by this house. The popular-priced juvenile reprints will be at once increased by two more titles of the Dave Porter Series. Other announcements will be made later.

Travelers: John E. Lander (New York City and East); L. W. Adams (Chicago and West); William G. Marple (South and Middle West).

The Macaulay Company will start their spring publishing season on February 24th when they will issue two novels—"The Coast of Opportunity" by Page Philips and "The Lady of Mystery House" by George C. Shedd. These will be followed by "The Other Woman," a stirring romance by Octavius Roy Cohen and J. U. Giesy, "The Girl by the Roadside," a mystery story by Varick Vanardy; "His Dear Unintended" by J. Breckenridge Ellis, whose "Agnes of the Badlands" is now in the third edition"; "Eve Junior" by Reginald Heber Patterson and "Daughters of Joy" by Reginald Wright Kauffman.

Travelers: L. S. Furman (East and large cities of Middle West); William S. Siegel (Western States and Pacific Coast); Edward Furman (Southern States).

Robert M. McBride & Company's publications this spring will include an important

novel, "The Torch-Bearers of Bohemia," by the new Russian writer, V. I. Kryshanovskaya. This is an absorbing romance of Bohemia in the fifteenth century, and has as its principal character the famous religious leader, John Hus. Other publications will include a new romance by Warwick Deeping, "Martin Valliant," a love story of England in the days of Richard III; and an important volume, "Turkey, Greece and the Great Powers," by G. F. Abbott, author of "Turkey in Transition," "The Holy War in Tripoli," etc. This book is an examination of the diplomatic relations between Turkey and Greece and the great powers



GEO. P. BRETT, JR., Representing The Macmillan Co.

Geo. P. Brett, Jr., has been associated with The Macmillan Co. for several years, serving in the various departments, following, indeed, the footsteps of his distinguished father, the president of the company, who a generation or more ago started as the sole salesman of this famous house. Up to a few months ago he was taking care of the New York City trade, but had to give it up to answer the call of Squadron A to the border. He is now again working the city trade.

of Europe, beginning with the relations between these countries in the early seventeenth century and extending right down to the present day.

This house announces the following additions to its practical books on home-making and gardening: "The Effective Small Home," by Lillian Bayliss Green, the former editor of the little house department of the Ladies' Home Journal, a book of short-cuts and suggestions for the home-maker who wishes to



D. M. MAC LELLAN

Representing Menzies Publishing Co., Inc.

D. M. MacLellan has been in the book business for over thirty years as manufacturing man, advertising man and jobbing trade salesman, and is now on the road for the above corporation, of which he is president. He is a close observer of the kind of literature that appeals to the reader and has possibilities of continued sale. With becoming confidence and enthusiasm, he offers the

secure beauty and comfort in he home without unnecessary expense; "Cabins, Camps and Cottages," a plan book of summer homes of low cost, edited by Richardson Wright, editor of House and Garden; and "How to Make Concrete Garden Furniture and Accessories," edited by John T. Fallon.

first issues of his new publishing house.

A. C. McClurg & Company have a long and promising list of spring publications. Their three fiction titles include a new "Ape-man" book by Edgar Rice Burroughs, "The Son of Tarzan"—will the third generation be a gentleman?—and a volume of early Erin by Marah Ellis Ryan, "The Druid Path." A western story by G. W. Ogden, "The Rustler of Wind River," will be issued some time in

April.

"The Diary of a French Army Chaplain" by Abbé Felix Klein, and "America's Relations to the Great War" by Professor Burgess are the McClurg contributions in war books. In other classes will be found a wide variety of books which should touch in one way or another almost everybody who reads. The list includes: "The Diary of an Expectant Mother" by an anonymous writer, "The Railroad Problem" by Edward Hungerford, "Japanese Art Motives" by Maude Rex

Allen, "The Birds of the Yellowstone" by M. P. Skinner, "The Japanese Invasion" by Jesse Frederick Steiner, "Evenings with Great Authors" by Sherwin Cody, "Ultimate Democracy" by Professor Newell L. Sims, "American Patriotic Prose and Verse" by David H. Stevens, and a well-reasoned plan for the bringing about of peace in Europe, "Via Pacis," by an American, Harold F. McCormick.

Travelers: A. Wessels (Eastern States); C. B. McCarthy (West).

David McKay.

Travelers: David McKay: Ale

Travelers: David McKay; Alex McKay; James S. McKay.

McLoughlin Bros., Inc., announce important additions to their toy books, drawing and painting books, linen books, board books and cloth books. They are keeping their prices as low as possible.

Travelers: Chas. E. Miller, Wm. E. O'Kane, H. S. Stoll, Wm. J. Kelly, and Elmer Bailey.

The Macmillan Company travelers are about to begin work on their new list of spring publications, which includes many important books. Among them are H. G. Wells' "God the Invisible King," Ernest Poole's new novel "His Family" and a new edition of "The Harbor," Jack London's new dog story, "Jerry," Ervine's "Changing Winds," Robert Cuttler's "Louisburg Square," Clemence Dane's "Regiment of Women," Richard Aumerle Maher's "Gold Must Be Tried by Fire," Eden Phillpotts' "The Nursery," Hugh de Sélincourt's "A Soldier of Life" and a new Dostoevsky novel "The Eternal Husband."

Under public affairs, H. G. Wells's "Italy, France and Britain at War," a new book by Walter E. Weyl, "American World Policies," "The Story of a School" by Angelo Patri, and Francis Lynde Stetson's "Some Legal Phases of Corporate Financing and Reorganization." Under poetry, drama and the essay may be mentioned "Livelihood," a new volume of poems by Wilfrid Wilson Gibson, "Merlin" by E. A. Robinson, "The Road to Castaly" by Alice Brown, a volume of Tagore's American addresses, "Personality," and a play by him, "The Cycle of Spring." "Three Plays" by Mary S. Watts, and a new edition of Vachel Lindsay's "A Handy Guide for Beggars." Under music and art come "The Ideals of Painting" by J. Comyns Carr, H. E. Krehbiel's "A Second Book of Operas," and Francis E. Bigelow's "Historic Silver of the Colonies and Its Makers." Among the new travel books are "Brazil; Today and Tomorrow" by Lillian E. Elliott, "Stephen Graham's "Impressions of Russia," a new edition of Higginson's "Alaska," Waldemar Westgard's "The Danish West Indies," and Meany's "Mount Ranier: A Record of Explorations."

The sixth volume of Channing's "The History of the United States" will probably be published in March. There will also be several new volumes in the True Stories of Great Americans Series. Several important volumes on religion are coming, among them

Henry Churchill King's "Fundamental Questions," Rufus M. Jones's "St. Paul the Hero," a new edition of Emerton's "Unitarian Thought," and Creelman's "An Introduction to the Old Testament Chronologically Arranged." Several new titles will be added to the Rural Science Series.

the Rural Science Series.

Travelers: W. P. Albrecht, sales manager (Boston and Philadelphia); Thomas Cuthbertson (Middle West and Pacific Coast); George M. Reusse (New England States and the South); George P. Brett, Jr. (New York City); Peter Mulligan (New York City); Charles J. Trenkle, house salesman.

Menzies Publishing Company, Inc., recently organized, has published its first book, "The Call of the Bells," a novel by Edmund Mitchell telling the story of a man building himself out of the rubbish of a nearly ruined past, and out of his experiences learning sympathy and service to others bound by habit. The book does not preach a sermon—it tells a story of brotherly love, helpfulness and cooperation, which is brightened by a love story. The Menzies spring books will be "World Travel Tales" by Edmund Mitchell, with 90 illustrations from photographs made by the author, in which the reader will be transported to far away scenes in India, China, Africa, Australia, the Islands of the Pacific, among the Maoris of New Zealand, the blackfellows of Australia, the Moslem fanatics of North Africa, the thugs of India, the jungle-buried Cities of Cambodia, the eternal snows of the Himalayas, and American wonderlands, in all of which Mr. Mitchell has traveled extensively as a special newspaper correspondent; "The Fairy Revels" by Edmund Mitchell, illustrated songs and stories for children; and "The Temple of Death" by Edmund Mitchell, a romantic story of adventure, with many curious details of East Indian and Oriental life. In accordance with the recent resolution of the Board of Trade of the American Booksellers' Association, the Menzies Company is placing at the bottom of its advertising: "We sell only to merchants who sell for a profit and who have a sales place and a stock of books. Buy

from your bookseller."

Travelers: D. M. MacLellan and H. W. MacLellan (East, West and South); John S. Mitchell (Pacific Coast).

G. & C. Merriam Company's reports indicate that the public is not, like Becky Sharp, indifferent to dictionaries. During the season of 1917 their representatives will lay special emphasis on the edition of the Collegiate, put on the market last fall, "Webster's Collegiate Dictionary, Third Edition," the initial sale of which was so great that they have but recently caught up with their orders.

The house will also lay particular stress on "Webster's New International Dictionary," in the buff buckram binding for school and library use, which, after thoro test during the last two or three years, has proved to be excellently adapted to the hard usage of school and library service.

Travelers: Winthrop C. Short (the South



THOMAS J. McCARTHY Representing Moffat, Yard & Co.

Representing Moffat, Yard & Co.

Thomas J. McCarthy first saw the light of day in Ithaca, N. Y., and after attending school there took up collegiate work first at Cornell University, and later at the University of Michigan. When the time came for him to decide on a career he chose to enter the publishing business and for some time was employed by A. C. McClurg & Co., both in the wholesale and retail departments. Feeling the lure of the East, last year he moved to New York and soon established himself with Moffat, Yard & Company, in whose service he is fast making many friends.

and parts of the Middle West); Arthur M. Rowley (New England); William H. Maddock (the entire educational field); Harris W. Baker (the large cities of the United States and Canada).

Moffat, Yard & Company, following their success in the field of psychoanalysis have brought out this spring three additions to their rapidly increasing line of books on the new developments in this science: "Freud's Theories of the Neuroses" by Dr. Edward Hitschmann, "The Psychoanalytic Method" by Dr. Oskar Pfister" and "The Neurotic Constitution" by Dr. Alfred Adler. They also announce for publication two volumes in the new series Our Senses and What They Mean to Us, namely the "Sense of Taste" by Professors H. L. Hollingsworth and Albert T. Poffenberger, and the "Sense of Pain and Pleasure" by Professor Henry R. Moore. These books are on purely physiological subjects, but the treatment is popular and makes interesting reading for the average person.

Another series to be introduced is The Livable House. Two volumes will be brought out this spring, "The Livable House-Its Plan and Design" by Aymar Embury, 2d, "The Livable House-Its Garden" by Ruth Dean. Mr. Embury is well known as a New York architect and has prepared an intensely practical and valuable guide for the prospective builder. There are more than 100 illustrations in each of these books. Miss Dean is a landscape architect who has achieved notable success in the treatment of the home garden, and is also well known as a writer.

Two highly inspirational books dealing with mental suggestion in the curing of mental and physical ills are announced as follows: in the Mind Doctor" by Henry Rose, and "The Relief of Pain" by E. W. Batten. Other titles are "Shooting for Boys" by A. Frederick Collins, "The Boy Carpenter" by John D. Adams, and an addition to the popular When Mother Lets Us Series, "When Mother Lets Us Make Playthings," by G. Rich.

New and revised editions include the lowing: "Who's Who Among the Wild Flowers" and "Who's Who Among the Ferns, combined and issued in one volume, by W. I. Beecroft; "How to Appreciate Music" by Gustav Kobbé brought thoroly up to date, with new illustrations and new material added; and "Stories to Read or Tell" by Laure Claire Foucher, revised and bound in a brighter and more attractive style.

Travelers: Harry F. Hull, Thomas J. McCarthy.

Thomas Nelson & Sons are always to be counted on for their American Standard Bible, which is made in over 200 styles at prices from 55 cents up. They call special attention to the new large black-faced type Reference Bible, an entirely new edition made from new plates. It is printed on a fine grade of white Bible paper and Nelson's India paper, and contains twelve colored maps with index and twenty-five outline maps thruout the

Four new volumes have been added to the Collection Nelson of French fiction classics. "Nelson's History of the War" has now run into its fourteenth volume.

Travelers: H. B. Smith; J. J. Hamilton; George F. Bachmann; Thomas MacLaren; A. C. Keowen.

The Oxford University Press Bibles are so well known that the trade need not be reminded to send for the latest catalog of these

invaluable perpetual sellers.

The general line is, as usual, full of substantial works — such books as "Spanish Sketches," by A. B. Piddington; "The Empire at War," a colossal history, which endeavors to cement still closer the British empire; "The Origin of Finger Printing," by Sir W. J. Herschel; and "Shakespeare's Handwriting," a study, by Sir E. M. Thompson. These are, of course, but random selections from the usual lengthy Oxford list.

Travelers: C. C. Schepmoes, D. I. Mac-Fadyen, Charles Korbel, Frederick F. Bayer,

O. J. Hammen, Frank J. Guck, R. H. Lewis, and C. I. Penn.

The Page Company, speaking of the Estes business, say: "The trade will probably be relieved to know that as far as we are concerned their work of checking up, seeing travelers, etc., is cut in half, without, we trust, cutting their business in the same proportion (!), since the complete Estes list is this year, for the first time, combined with the Page list, instead of the Page and Estes lists being sold by two sets of travelers as was the case last year. All the "cream," such as Laura E. Richards's "Captain January," etc., Burnett's "Editha's Burglar," "The Little Cook Book," the Rollins financial books, Norton's "Studies in Character," up to standard works, such as "Trees in Winter," Coues's "Key," etc., are now incorporated with the Page list and will All the dead titles The only separate appear in one catalog. have been pruned away. line cataloged is the standard sets, which our travelers are now handling exclusively along with other lines, but which are on a separate set catalog, showing the three lines-the Sterling sets, sold complete only; the Cabinet sets, Standard authors, breakable; and the De Luxe sets, formerly issued by subscription, but now open to the trade. Of course, however, there are a few remainders! But these are getting fewer every day-naturally!'

The standard line of sets published by Page will be increased by the additions of a number of titles, including probably "George Sands," "Josephus' History of the Jewish People," "Disraeli," "Martin's History of France,"
"Hallam's Histories," some not hitherto on the Estes list and some not available on any

American lists.

There will be some surprises in the way of Christmas books and Christmas propositions. One big thing will be a "Pollyanna Annual' — a yearly Glad Book—which should run neck and neck with the established annual "Chatterbox.

Among the early new books, by authors who are running well, will be a new Blue Bonnet, "Blue Bonnet: Debutante"; a new "Girl from the Big Horn Country," entitled "Virginia of Elk Creek Valley," by Mary E. Chase; "The Spell of China," a new volume in the successful Spell Series, by Archie Bell; "The Barbarian, or, Will Bradford's School Days at St. Jo's" by Brewer Corcoran, author of "The Road to Le Rêve," one of the Page successful 1916 publications; "Rosemary," a new volume in the Cosy Corner Series, by Alice E. Allen, author of "Joe, the Circus Boy," etc.; and "In the Sun," which follows the fortunes of a young Hungarian-American girl.

Travelers: J. Ray Peck (Boston, New York and Philadelphia); F. H. E. Richers (principal Western cities, from Pittsburgh and Cleveland to the Pacific Coast); A. P. Roche (South and Canada); J. V. Malloy (New England, Middle States and Central West); James F. Weston (local salesman).

The Penn Publishing Company lay emphasis on two spring novels, quite different in appeal, yet both of the sort that reach a wide circle: "Mistress Anne" by Temple Bailey and "Pickles Peters" by Edward Bellamy Partridge. The former is a love story of Maryland by the author of "Contrary Mary." The latter is a Real Boy story—not a really bad boy, but an ordinarily impish boy whose mischief is at once harmless and healthy.

chief is at once harmless and healthy.

Travelers: Charles C. Shoemaker (New York and Boston); Frank W. Shoemaker (other large cities and Pacific Coast); Fred Krauss (South and Middle West); Edward W. Mumford (New York State and New

England).

Isaac Pitman & Sons show an up to date spirit in their publication of a "Submarine X7" in shorthand, a Russian reader and a military and naval phrase book. The list of their new books on shorthand and typewriting follows: "Pitman's English and Shorthand Dictionary," Centenary Edition; "Medical Reporting in Pitman's Shorthand" by H. Dickinson; "Tales of Adventure in Isaac Pitman Shorthand"; "Submarine X7 and Other Tales in Isaac Pitman Shorthand"; "Submarine X7 and Other Tales in Isaac Pitman Shorthand"; "Theory Practice Book, Parts 1 and 2" by E. W. Smith; "Practical Course in Touch Typewriting," new twelfth edition, by Charles E. Smith; "Advanced Typewriting and Office Training" by M. E. Zinman; "Dictation Instructor" by E. H. Craver; "Shorthand Writers' Phrase Books and Guides": (Naval and Military, Electrical, Civil Engineering); "Exercises on the Lessons in the Cumulative Speller"; "Brief Course Exercises"; and "Year Book and Diary for 1917."

In foreign languages the list includes: "Hugo's Russian Simplified"; "Spanish-English and English-Spanish Commercial Dictionary" by MacDonald; "Spanish Commercial Reader" by MacDonald; and "Key to Pitman's Commercial Spanish Grammar."

Of the miscellaneous books, one has a particular appeal to the book-trade: "Paper. Its History, Sources, and Manufacture" by H. A. Maddox. The list is continued with "Clays and Clay Products" by A. B. Searle; "Copper, From the Ore to the Metal" by H. K. Picard; "Wheat and Its Products" by A. Millar; "The Exporter's Handbook and Glossary" by Frank M. Dudeney; "Industrial Traffic Management" by George B. Lissenden; "The Craft of "Silent Salesmanship" by C. M. Tregurtha.

Travelers: P. C. Leadbeater, general representative; A. C. McClurg & Company and Robert S. Leete & Company, Chicago (Middle West); The H. S. Crocker Company, San Francisco, Cunningham, Curtiss & Welch, Los Angeles, Cal., and Lowman & Hanford Company, Seattle, Wash. (Pacific Coast); F. F. Hansell & Brother, New Orleans, La. (South).

Platt & Peck.

Travelers: Leslie G. Nourse (large cities); F. H. Nourse (Pacific Coast, Middle West and New England); J. G. Young (South, Middle West and a portion of the Eastern territory).

James Pott & Company offer a strong line of Bibles, Testaments, Prayer Books, Hymnals, etc., containing new styles and features, all bound in the patent open-flat "unbreakable back" binding. A number of new books of travel will be issued later in the season, and a new J. Paterson Smyth book on St. Paul.

Travelers: Frederick W. Hallam (large Eastern cities); Charles R. Duryea (Western cities and Coast); Charles B. Steele (Texas); W. L. Metzger (Far West); G. W. Kelly (Middle West); F. J. Rossi (New Eng-

land); W. G. Chase (South).



CHARLES KORBEL
Representing the Oxford University Press

CHARLES KORBEL is a native of New York City. He began his business career with the famous house of Tiffany & Co., but joined the Oxford University Press in July, 1899. He has been traveling for them since early in 1900, and is a popular and successful representative, covering the larger cities in the Middle West.

The Princeton University Press will publish early in March the "Mexican War Diary of General George B. McClellan," edited by Professor William Starr Myers. This small volume of about one hundred pages is here published for the first time, and contains General McClellan's views on the volunteer system and on the Mexican people.

The spring will bring "Mineral Resources

The spring will bring "Mineral Resources in Civilization," by Charles R. Van Hise; "The Administration of an American City," by John Purroy Mitchel; "Health Protection," by Dr. Haven Emerson; "Crime Prevention," by Po-

lice Commissioner Arthur Woods of New York City; "Municipal Utilities," by Milo R. Maltbie; "The Physical Chemistry of Vital Phenomena," by J. F. McClendon. It would be hard to find better authorities in their respective fields than the authors represented on this list.

Travelers: Whitney Darrow, Sterling Galt,

Jr., and Elmer C. Nelson.

G. P. Putnam's Sons have a long list of novels for 1917: "The Hundredth Chance" by Ethel M. Dell, author of "The Keeper of the Door," in which a man who with ninetynine chances out of a hundred against him stakes all to win the woman of his choice; "The Gun Brand" by James B. Hendryx, author of "The Promise," the story of a fight for the control of the northern fur trade and for the conquest of a woman's heart; "Anthony Gray, Gardener," by Leslie Moore, author of "The Peacock Feather," concerned with a scheme as wise as it seems eccentric, the carrying out of which imposes extraordinary conditions on the man who becomes a party to it; "All-of-a-Sudden Carmen" by Gustav Kobbé, about a little waif left at the door of the opera house, who, adopted by the company, becomes a real child of the stage; "The Stars in Their Courses" by Hilda M. Sharp, in which a man, disinherited and deep in debt, seizes the one visible forlorn hopea species of gamble in which his own reputa-tion is at stake; "The Man in Evening Clothes," wherein John Reed Scott, author of "The Cab of the Sleeping Horse," relates the adventures of a master criminal whose ways of roguery are debonair if relentless, and a well-connected spendthrift, at the same time his accomplice and antagonist; a new edition of "The Beetle," Richard Marsh's mystery story; "The Yeoman Adventurer," a ro-mance of the days of Prince Charles, by George W. Gough; and "The Rubbish Heap" by "Rita," revolving around a rubbish heap—a veritable storehouse of mystery—in the Old Curiosity Shop of Prawle.

"The Fight for the Republic" by Rossiter Johnson gives an account of the significant events in the War of Secession, presenting the great conflict in its dramatic aspects. Cambridge History of American Literature," three volumes, has been planned to supplement "The Cambridge History of English Literature" with an account of the body of writing in English produced within the United States. "Bullets and Billets" by Captain Bruce Bairnsfather in cartoon and text presents the humor of the trenches, the comic side of the

grim tragedy.

Travelers: H. L. Allison, Robert G. An-

derson, Walter McGall.

Rand, McNally & Company announce for 1917 a number of attractive Juveniles, including: "Billy Robin and His Neighbors" by Clara Ingram Judson, author of "Flower Fairies" and the newspaper stories "Bed Time Tales"; "How the Animals Came to the Circus" by Elizabeth Gale, illustrated by Warner Carr; "Little Brother to the Scouts" by Elizabeth

Hyde, illustrated by Blanche Fisher Wright: "Mardo Rhymes" by Wallace L. DeWolfe, illustrated by Milo Winter; and another volume of the Windermere Series "Swiss Family Robinson," illustrated by Milo Winter.

"Blessed Art Thou Among Women" and Good Tiding of Great Joy," compiled by "Good Tiding of Great Joy," William F. Butler, each contain one hundred and fifty reproductions of the masterpieces of

Sacred Art.

Another new book, "Along the Pacific by Land and Sea," by C. W. Johnston, consists in a series of travel letters.

· Travelers: Joseph E. Goodwin (New York City and East), assisted by W. C. Eubank and H. W. Edson; George H. Flanagan (Chicago and Central West), assisted by Raymond A. McNally (Pacific Coast and Southern States).

The Reilly & Britton Company announce two or three inspirational books, a Baum juvenile, a selection of love poems and a book to add to the labors of the good angel who keeps the laugh record of the year. If somebody had collected all the laughs created by the "Fotygraft Album," which sold a hundred thousand strong, and had set them end to end with no space to take breath between, they would have formed a continuous chain of laughs extending over a period of ten years and seven months. Any earnest enquirer can verify the accuracy of these figures. Frank Wing is creating another ten or eleven year laugh with "The Fambly Album," to be issued in May

"Finding God in Millersville," anonymously written, endeavors to show how any man can make life better for other people and himself at one and the same time. What a neighborhood may do for betterment in living and thinking is shown in Elizabeth Miller Lutton's "Cracker Box School"-and along with the social uplift theme goes a love story with a Middle West country school as its back-ground. The third inspirational book is a new edition of A. T. Hemingway's "How to Make 'Good"-business man's talks on char-

acter building.

"Lyrics of Love," edited by George Madison, is a comprehensive selection of love poems from Shakespeare and Suckling to modern writers. And Baum's "The Lost Princess of Oz"—well, we don't know just where Mr. Baum will lead us in the search for the Princess, but where is the child who isn't

willing to take his hand and go along?

Travelers: W. F. Lee (the East, Canada and the Pacific Coast); S. H. Darst (the Central West); R. P. Lapham (the South

and Southeast).

Saalfield Publishing Company.

Travelers: A. J. Saalfield, A. G. Saalfield, Ben Spero, Arnold H. Munk, Alex Munk, M. G. Field, J. D. Gernhardt, George W. Webster, H. E. Tucker.

Charles Scribner's Sons' spring publications range from "The Origin and Evolution of Life Upon the Earth," which investigates the earliest human activities, to "The Pan-German Plot Unmasked," which brings the

The former story of mankind up to date. volume is by Henry Fairfield Osborn, whose recent "Men of the Old Stone Age" received immediate recognition; the latter is a prophecy of Germany's peace proposal, published at the moment of its fulfilment. The psychology of the French soldier and of France herself is presented in a volume quaintly called "The War, Madame," by Paul Geraldy. Another well-named book, "The Amateur Philosopher," by Paul Grabo, gives the philosophy of a typical human being-not the favorite magazine character who ties most amazing twists into his life because of a sensitiveness to subtleties that would escape plain felks, but an ordinary clear-headed and thoughtful man, whose experiences were a good deal like every-body's else. In "The Celt and the World" Shane Leslie gives a picture of the historic conflict between the Celt and the Teuton. The author will be remembered for his "End of a Chapter."

The modern traveler in strange countries is not satisfied with noting the peculiarities of language and landscape. He wants to know something about the crops and the taxes. (Such stories as Dorothy Canfield's "Petunias" and Jean Webster's "Wheat Princess" are reminders that there are more things in Italy, for instance, than hotels and art galleries.) Italian politics are worth studying. In "Greater Italy" William T. Wallace, who has the keenest sympathy with Italian ideals, gives a clear and intelligent statement of the present position, policy and national ambitions of Italy. The Scribner list also includes, in non-fiction, the following worth while books: "International Realities," an analysis of international law by Philip Marshall Brown; "With the French Flying Corps" by Carroll

Dana Winslow and "Plays" by Benavente.
In fiction the list includes "The Castaways" by W. W. Jacobs; "Children of the Desert" by Louis Dodge; "The Hiding Places" by Allen French; "Jan and Her Job" by Mrs. L. Allen Harker; "Stranded in Arcady" by Francis Lynde; "The Madness of May" by Meredith Nicholson; "The Bracelet of Garnets" by Alexander Kuprin, and "Her Own Sort" by C. B. Davis. The Nicholson book, a fanciful love story, expresses the intoxicaa fanciful love story, expresses the intoxication of spring. A romantic wanderer meets all sorts of amusing adventures as he goes his care-free way

Travelers: Melvin Minton (Chicago and part of Middle West, South and New England); A. S. Knapp (Middle West and South West); F. H. Marling, H. C. Bauer (New York City); R. C. Stolle (Boston and Phila-delphia); H. P. Miller (Pacific North West); W. O. Baker (California).

Robert J. Shores announces "Dollars and Cents" by Albert Payson Terhune, a modern novel dealing with money and matrimony; "Bucking the Tiger" by Achmed Abdullan, a stirring story of financial adventure in the Northwest; "The Destiny of the United States" by Snell Smith, for many years political expert of the Washington Post, in which the



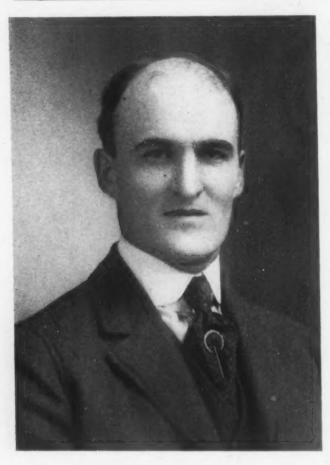
JAMES V. MALLOY

Representing The Page Company JAMES V. MALLOY, the "cub" of the Page Com-ing staff, was born in Boston in 1888. He had ambitions, he confesses, to become a lawyer, and on finishing school life entered the offices of Judge on hishing school life entered the offices of Judge Joseph Bennett. After two years' experience there he decided that the commercial world offered more "fascinating" opportunities, and so connected with The Page Company in 1904. He has been with that firm ever since, working in different branches of the business, from the bottom up. He will cover New England, the Middle States and Central West.

author, after advancing and demonstrating a theory of the rise and fall of nations, showing that the destiny of any and every nation is decided by the law of blood, makes some very interesting predictions in regard to the outcome of the present European war and the events which will follow it; "The Master of Bonne Terre" by William Antony Kennedy, a story of the South West, faithfully picturing the life of the country and the manners and customs of the people; "The Ancient Quest" by Reginald Wright Kaufman, a book of poems; "The Drums and Other Poems" Walter Romeyn Benjamin, a collectionthe first—of Mr. Benjamin's verse; and "Our United States Army" by Helen S. Wright, an account of the work done by the United States Army in times of peace as well as in times of war. Other books will probably be added to this list between now and the 5th of April.

Traveler: Richard W. Bingham.

Small, Maynard & Company's spring list starts with a book of wide appeal-"Mrs.



GEORGE H. FLANAGAN
Representing Rand, McNally & Company

GEORGE H. FLANAGAN is a product of the hustling West and early in life absorbed a lot of that "hustle" and has been developing it ever since. He was reared in Minnesota and from there went to Chicago, where, in 1901, he took his first position in the book world with Siegel, Cooper & Co. After some years with that firm and Carson, Pirie, Scott & Co., he joined the Rand, McNally forces, and for many years has been a welcome visitor in the bookstores in the Middle West. He covers Illinois, Ohio, Wisconsin, Indiana, Missouri, Minnesota, Kentucky, Iowa, and Nebraska with the Rand, McNally line.

Allen's Cook Book." Happily this is a practical volume, well indexed and full of careful recipes. Efficiency in cooking is the keynote. The oilcloth binding is an indication that this cook book is meant to be used by people who cook. Sometimes you can tell a book by the cover!

The two fiction announcements are of the "human interest" type, with plenty of humor added. Nalbro Bartley's "Paradise Auction" turns on the theme that we all want to buy paradise, not earn it. The central character is Darley, whose problem it is to help her son, who is married to a selfish, beautiful woman. "The Middle Pasture" by Mathilde Bilbro relates the adventures of a crouse little tomboy who takes an enormous interest in the love affairs of her neighbors. A third novel, "The Good Girl," by Vincent O'Sullivan, has been taken over from another publisher. The book was very successful in England, but was neglected in America. It is hoped that this distinctively American edition will be appreciated.

"The Best Short Stories of 1916 and the Yearbook of the American Short Story,' ed by Edward J. O'Brien, is the second of Mr. O'Brien's annual volumes on the year's short This annual is of interest to those stories. who write and those who read, and has already made a name for itself. All the stories are classified in a complete index of authors and titles, and the literary value of each story is indicated, with bibliographical notes. volume includes also a list of all books of short stories published during 1916, a Roll of Honor of the best 110 American stories, a necrology, a critical analysis of the 50 best American short stories, and a critical essay on the literary tendencies of the year.

In Poetry the house offers Edward J. O'Brien's "White Fountains" and "The Poetic Year for 1916," a critical anthology compiled by William Stanley Braithwaite. With the poems goes a discussion of their literary qualities and their authors in the form of a conversation between four friends. In this way the reader is given an intelligent insight into the poetry of the day.

Travelers: Francis J. Sloane, John J. Mullen and Francis C. Henry.

The Standard Publishing Company will be represented by Charles M. Roe.

Stewart & Kidd Company.

Travelers: John G. Kidd (larger Eastern cities); Walter Pettibone (Middle West and smaller Eastern cities); the regular jobbers will also carry the line.

Frederick A. Stokes Company have a J. J. Bell book on their spring list, "Kiddies," in which Wee Macgreegor and a number of other equally Scotch small boys figure. They have already published a Harold Bindloss novel, "Brandon of the Engineers," and one by Herbert Jenkins, "Bindle," and are announcing for the end of February "In the Wilderness." by Robert Hichens, and "Lydia of the Pines," by Honoré Willsie. In March will come "Children of Fate," a story of France at war, presenting a rather unusual side of the peace question, by M. Rutledge, and "The Created Legend," a story of the Russian Revolution of 1905, by Feodor Sologub.

The mysteries of hypnotism, animo-magnetism and spiritism are described by Emil Boirac in "Our Hidden Forces," to be published late in the spring. Paul Joire, in "Psychical and Supra-normal Forces," gives a general consideration of psychical phenomena.

The poetry list is long, including Witter Bynner's "Young Harvard and Other Poems," John W. Garvin's "Canadian Poets and Poetry," T. M. Kettle's "Poems and Parodies," Thomas MacDonagh's "Complete Poems," L. M. Montgomery's "The Watchman, and Other Poems," and Joseph Plunkett's "Complete Poems."

There are several war books, one the narrative of a French lieutenant, Maurice Genevoix, who tells in "Neath Verdun" the story of some of the bitterest fighting of the war. In "Janus and Vesta" Benchara Branford views the present world crisis in its relation to the

history of man. "I, Mary MacLane," by Mary MacLane, is an unusual piece of literature which is being anticipated with considerable interest.

But a few more titles can be mentioned from the many of interest on the non-fiction list. Among them are: "The Advanced Montessori Method," two volumes, by Maria Montessori; "Forty-Five Years in China," a record of missionary experience, by Timothy Richard; "The Human Side of Trees," by Royal Dixon and Franklyn Fitch; "The Mysteries of the Flowers," by Herbert W. Faulkner; and "Things I Remember," Sidney Whitman's account of his experiences as special correspondent of the New York Herald in London and various Continental capitals from 1895 on.

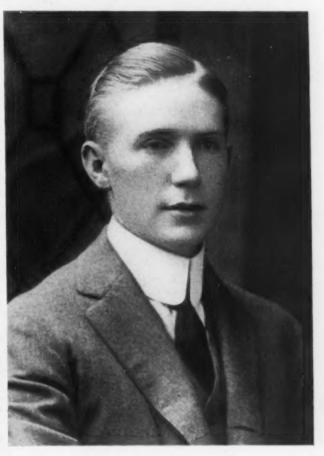
Travelers: Frank A. Coombs (Pacific Coast, Chicago and cities west of the Mississippi); Henry F. Savage (New England, large cities in the East and Middle West); James L. Nerney (South and smaller cities of the East

and Middle West).

sully and Kleinteich publications do not send the bookseller to his card catalog. They appeal to the Average Person, and you don't need to send out a post card to the Average Person. You just ask him in when he looks in your window. In Fiction, Mr. and Mrs. A. P. are offered "Cap'n Abe—Storekeeper" by James A. Cooper, "The Mission of Janice Day" by Helen Beecher Long—perils bravely met by the "Do Something" heroine—and "Doubloons and the Girl," in which J. Russell Ferbes starts a story in New York and shifts it briskly to a forgotten treasure island of the West Indies.

Gertrude Richardson Brigham, author of "The Study and Enjoyment of Pictures," is instructor of art in George Washington University. Her book is a popular guide to the pictures of both Europe and America, and is unique both in its treatment of the relations of Art and Literature, especially during the nineteenth century, and in the equal emphasis given to the modern and older schools. "The Drama Book" by Edith B. Ordway

is coming as a companion volume to the author's successful "The Opera Book"—which, by the way, is to be reissued in a pocket size edition. The same author has prepared a handbook on "Errors of Speech and Punctuation"—there is no A. P. who doesn't need that! Further opportunity for self-improvement is offered in "One Thousand Literary Questions and Answers" by Mary E. Kramer. The spring list also includes "Hoyle Up-to-Date, Official Rules of Card Games," edited by R. F. Foster; "Fortunes and Dreams" by Astra Cielo, a manual of fortune telling; "Grasping Opportunity" by Nathaniel C. Fowler, Jr., telling what the employee should do to gain promotion and receive an increase of salary; "A Calendar Box of Good Dinners and Recipes" for every day in the year by Fannie M. Farmer, well known to good house-keepers; and "Our Baby's First Year"—a record book which should be kept by every mother



FRANCIS C. HENRY
Representing Small, Maynard & Co.

Frank Henry, after an association of more than eight years with Charles E. Lauriat Co., of Boston, joined the selling staff of Small, Maynard & Company on January 1 of this year. For the last four years he held the position of assistant to Isaac R. Webber, the buyer at Lauriat's. He will not be a stranger to most of the men on the road, and considers his new connection with a great deal of enthusiasm. He is sure to make many friends among the trade. For the present he will cover a part of the Eastern States.

who expects her son (or daughter) to be president.

One juvenile is listed for spring publication, "Lucile, the Bringer of Joy," the third Lucile book, by Elizabeth M. Duffield. Travelers: George Sully (Boston, Philadel-

phia, Chicago and all large cities east of St. Louis); Herman Kleinteich (Denver, west to the Pacific Coast); William H. Kleinteich (the South, Texas, Middle West, Middle Atlantic States and New England).

Vir Publishing Company will be represented as usual by L. M. Cross, who expects to leave about March I for his usual trip in the large cities of the East and Middle West.

W. J. Watt & Company are concentrating on two novels by two authors already known: "Mountain Madness," by Anna Alice Chapin, a tale of the lawless Southern mountains; and "Two Much Efficiency," by E. J. Rath, author of "Mister 44" and "Sam." This is a frolic-some tale of what happened when the efficiency expert undertook to reform an American

household, and, incidentally, it is an intriguing love story as well.

W. A. Wilde Company.

Travelers: W. J. Sanford and J. R. Blessing (Western trade from the Chicago office); R. W. Kendall (Eastern trade, from Boston

The John C. Winston Company make the following announcements: "Russell H. Conwell and His Work," by Agnes Rush Burr, the authorized and approved biography of this eminent preacher and lecturer; "Bible Studies Outlined," by Rev. A. E. Harris; "Auction Declarations," by Milton C. Work, which includes the laws of 1917, with an explanation of the changes; and "How to Do Business,"

by E. C. Mills.

The same company announces several important new editions, including "The Story-Life of Washington," by Wayne Whipple, uniform in style with this author's well-known "The Story-Life of Lincoln," and a new edition of "American Chess Player's Handbook," which contains, with much other very valuable matter, the latest lines of play developed by modern chess masters; a thin-paper edition of "Smith's Bible Dictionary," and a new edition of "Business Law for Business Men," by Judge Utley E. Crane, with new and valuable matter for the business man. The Winston Company have also added "Coral Island," by R. M. Ballantyne, to their series of Illustrated Handy Classics, and have included a number of new titles in their popular priced fiction.

Five important books for girls are also announced as follows in the Stories About Camp Fire Girls: "The Camp Fire Girls at the Edge of the Desert," and "The Camp Fire Girls at the End of the Trail"; and in the Red Cross series by the same author: "The Red Cross Girls with the Italian Army," and "The Red Cross Girls Under the German Flag." other new volume by Mrs. Vandercook, "The Ranch Girls and Their Great Adventure," has been added to the Ranch Girl series.

Travelers: John R. Fraser (the large cities of the East and Middle West); Elmer E. Jones and Julius Meyer (Southern territory); E. A. Merriam (New England); B. F. Hitchens (Pacific coast); W. O. Shephard (Central

West).

Yale University Press. Albert Beecher Crawford, Yale 1913, is starting on a trip to the following cities: Pittsburgh, Columbus, Cincinnati, Louisville, Indianapolis, St. Louis, Chicago, Toledo, Detroit, Cleveland, Buffalo, Rochester, Utica, Syracuse and Albany, to visit the trade and to create an interest among the Yale Alumni in those cities in order that they may become interested in our publications. In each case the books are to be displayed at the local booksellers and every effort is being made to co-operate with the trade in all the cities.

## Who's Who Among the Travelers

Adams, L. W. Lothrop, Lee & Shepard Co. Albrecht, W. P. Macmillan Co. Allen, Tom. M. A. Donohue & Co. ALLISON, H. L. G. P. Putnam's Sons. ANDERSON, ROBERT G. G. P. Putnam's Sons. APELER, J. H. Doubleday, Page & Co. ATHERTON, EDWARD C. American Tract Society. BACHMANN, GEORGE F. Thomas Nelson & Sons. BAILEY, ELMER. McLoughlin Bros. BAKER, HARRIS W. G. & C. Merriam Co. BAKER, W. O. Charles Scribner's Sons. BAUER, H. C. Charles Scribner's Sons. BAYER, FREDERICK F. Oxford University Press. BECKER, W. C. E. P. Dutton & Co.
BELL, JOHN A. John Lane Co.
BELLAMY, EDWARD T. Grosset & Dunlap. BENOIT, CLEMENT F. George W. Jacobs & Co. BINGHAM, RICHARD W. Robert J. Shores. BLESSING, J. R. W. A. Wilde Co. BOEDEKER, E. F. M. A. Donohue & Co. Bowles, Whitney. D. Appleton & Co. Brett, George P., Jr. Macmillan Co. Brown, Edmund R. A. A. Knopf. BRUCE, FRANK. Houghton Mifflin Co. BUNCE, ERNEST J. T. Y. Crowell Co. BURGER, ADAM. Harper & Brothers.

CALDWELL, H. M. Dodge Publishing Co. CANNER, CHARLES A. Hurst & Co.

CHASE, W. G. James Pott & Co. CHESS, EDWARD J. E. P. Dutton & Co. CLAGETT, THOMAS H. J. B. Lippincott Co. CLIFTON, LENNOX. Dodge Publishing Co. CLINCH, F. A. D. Appleton & Co. COLEMAN, ALFRED. A. L. Burt Co.
COOMBS, FRANK A. Frederick A. Stokes Co.
CORRIGAN, J. W. George H. Doran Co.
COTE, RAYMOND L. Grosset & Dunlap.
COVIE JOHN M. A. Donahue & Co. COYLE, JOHN. M. A. Donohue & Co. CRAWFORD, ALBERT BEECHER. Yale University Press. Cross, L. M. Vir Publishing Co. CROWDER, JAMES L. A. A. Knopf. CUTHBERTSON, THOMAS. Macmillan Co. WHITNEY. Princeton University DARROW, Press. DARST, S. H. Reilly & Britton Co. DIAMOND, L. S. M. A. Donohue & Co. DIXON, FRANK C. T. Y. Crowell Co. Douglass, Mortimer. E. P. Dutton & Co. DRAKE, H. R. George H. Doron Co. DRAKE, L. R. Frederick J. Drake & Co. DUNLAP, EDWARD P. Grosset & Dunlap. DURYEA, CHARLES R. James Pott & Co. EARL, H. B. Doubleday, Page & Co. Edwards, W. M. Cupples & Leon Co. Edwards, W. M. Cupples & Leon Co. Egan, Lester. Baker & Taylor Co. ELLIOTT, H. S. Houghton Mifflin Co. EUBANK, W. C. Rand, McNally & Co. FIELD, M. G. Saalfield Publishing Co.

FISHER, J. K. M. A. Donohue & Co. FITZGERALD, DESMOND. Grosset & Dunlap; A. A. Knopf; Henry Holt & Co. FLANAGAN, GEORGE H. Rand, McNally & FLORIN, PAUL. D. Appleton & Co. Foster, H. C. E. P. Dutton & Co. Fraser, John R. John C. Winston Co. FRENCH, WATSON M. Barse & Hopkins. Fulton, Ralph W. Grosset & Dunlap. Furlong, Russell L. Jordan & Co. FURLONG, WALTER H. Jordan & Co. FURMAN, EDWARD. Macaulay Co. FURMAN, L. S. Macaulay Co.
Gallon, M. F. Cupples & Leon Co.
Galt, Sterling, Jr. Princeton University Press. GASKILL, HERBERT M. J. B. Lippincott Co. GEER, GEORGE H., JR. Houghton Mifflin Co. GEHRS, AUGUST H. Henry Holt & Co. GERNHARDT, J. D. Saalfield Publishing Co. GIFFIN, CHARLES C. John Lane Co. GIFFIN, CHARLES C. John Lane Co.
GLENNEY, WILLIAM P. Baker & Taylor Co.
GOODWIN, JOSEPH E. Rand, McNally & Co.
GRAY, E. S. Forbes & Co.
GREEN LOWS C. A. A. K. GREEN, LOUIS C. A. A. Knopf.
GREENE, JOSEPH F. Little, Brown & Co.
GROSSET, GARNET W. Grosset & Dunlap. GROSSET, PHILIP. Grosset & Dunlap. GUCK, FRANK J. Oxford University Press. HALDANE, WILLIAM. Barse & Hopkins.
HALLAM, FREDERICK W. James Pott & Co.
HAMERSLEY, W. M. M. A. Donohue & Co.
HAMILTON, J. J. Thomas Nelson & Sons.
HAMMEN, O. J. Oxford University Press. HAMMING, ANDREW. M. A. Donohue & Co. HARCOURT, ALFRED. Henry Holt & Co. HARRIS, F. M. Abingdon Fress. HARRIS, H. W. E. P. Dutton & Co. HAYS, R. N. George H. Doran Co. HAYS, R. N. George H. Doran Co.
HEIKEL, EMIL. D. Appleton & Co.
HENRY, FRANCIS C. Small, Maynard & Co.
HILT, A. J. A. J. Holman Co.
HITCHENS, B. F. John C. Winston Co.
HOBBY, GEORGE R. T. Y. Crowell Co.
HOLT, GUY. Robert M. McBride & Co. HOPE, FREDERICK. B. W. Huebsch.
HOPKINS, JOHN H. Barse & Hopkins.
HOUSTON, J. R. A. J. Holman Co.
HUGHES, A. P. American Baptist Publication Society. HULL, HARRY F. Moffat, Yard & Co. JASPER, THEODORE A. A. L. Burt Co. JENKINS, SAMUEL A. Grosset & Dunlap. JOHNSON, BERNARD P. Grosset & Dunlap. JONES, ELMER E. John C. Winston Co. Jones, Frank. Little, Brown & Co. JONES, HOWARD. Dodge Publishing Co. KELLY, G. W. James Pott & Co. KELLY, WILLIAM J. McLoughlin Bros. KENDALL, R. W. W. A. Wilde Co. KEOWEN, A. C. Thomas Nelson & Sons. KETCHAM, EDWARD C. Grosset & Dunlap. KIDD, JOHN G. Stewart & Kidd Co. KINSEY, H. C. Doubleday, Page & Co. KINSEY, H. C. Doubleday, Page & Co. KLEINTEICH, HERMAN. Sully & Kleinteich. KLEINTEICH, WILLIAM H. Britton Co.; Sully

& Kleinteich.

KNAPP, A. S. Charles Scribner's Sons. KORBEL, CHARLES. Oxford University Press. KRAUSS, FRED. Penn Publishing Co.; A. J. Holman Co. LANDER, JOHN E. Lothrop, Lee & Shepard LAPHAM, R. P. Reilly & Britton Co. LEADBEATER, P. C. Frederick Warne & Co.; Isaac Pitman & Sons. LEE, W. F. Reilly & Britton Co. LEVY, LOUIS M. Hurst & Co. Lewis, Howard C. Dodd, Mead & Co. Lewis, J. Russell. Dodd, Mead & Co. Lewis, R. H. Oxford University Press. Love, W. D. Houghton Mifflin Co. LOWEREE, SAMUEL MCLEAN. Duffield & Co. McCarthy, C. B. A. C. McClurg & Co. McCarthy, Thomas J. Moffat, Yard & Co. MacFadyen, D. I. Oxford University Press. McGall, Walter. G. P. Putnam's Sons. McKay, Alex. David McKay.
McKay, David. David McKay.
McKay, James S. David McKay.
McKay, James S. David McKay. McKeachie, William S. Baker & Taylor Co. MACLAREN, THOMAS. Thomas Nelson & Sons. McLaughlin, Thomas J. A. L. Burt Co. MacLellan, D. M. Menzics Publishing Co. MacLellan, H. W. Menzies Publishing Co. MacMullen, A. D. Dodge Publishing Co. McNally, Raymond A. Rand, McNally & MACRAE, D. L. George W. Jacobs & Co. MADDOCK, WILLIAM H. G. & C. Merriam Co.
MAGNER, E. F. Houghton Mifflin Co.
MALLOY, J. V. Page Co.
MARLING, F. H. Charles Scribner's Sons.
MARRIE WILLIAM G. Lothrob Los. WILLIAM G. Lothrop, Lee MARPLE, Shepard Co. Maynard, Laurens. Brentano's; B. W. Huebsch; A. J. Holman Co.; Longmans, Green & Co. MERRIAM, E. A. John C. Winston Co. MEYER, JULIUS. John C. Winston Co. MEZGER, W. L. James Pott & Co. MILLER, CHARLES E. McLoughlin Bros. MILLER, H. P. Charles Scribner's Sons. MINTON, MELVILLE. Charles Scribner's Sons. MITCHELL, JOHN S. Menzies Publishing Co. MULLEN, JOHN J. Small, Maynard & Co.
MULLIGAN, PETER. Macmillan Co.
MUMFORD, EDWARD W. Penn Publishing Co. MUNK, ALEX. Saalfield Publishing Co. MUNK, ARNOLD H. Saalfield Publishing Co. NELSON, ELMER C. Princeton University Press. Nerney, James L. Frederick A. Stokes Co. Nourse, Charles B. Barse & Hopkins. Nourse, F. H. Platt & Peck. Nourse, Leslie G. Platt & Peck. NUNAN, F. T. J. Britton Co. Nye, Daniel W. Doubleday, Page & Co. O'CONNELL, DAVID J. Funk & Wagnalls Co. O'KANE, WILLIAM E. McLoughlin Bros. O'SULLIVAN, FRANK. Doubleday, Page & Co. OWEN, FREDERICK W. Century Co.; B. W. Huebsch.

PATTERSON, H. V. Harper & Brothers.

PECK, J. RAY. Page Co.

PENN, C. I. Oxford University Press.

PETTIBONE, WALTER. Stewart & Kidd Co.

PIERCE, ANDREW D. Little, Brown & Co.

PIKE, THEODORE F. Longmans, Green & Co.

PINKHAM, F. E. American Baptist Publica-

tion Society.

PORTER, EDGAR W. E. P. Dutton & Co. PRATT, W. B. Houghton Mifflin Co.

PRICE, GEORGE V. Harper & Brothers.
REUSSE, GEORGE M. Macmillan Co.
RICHERS, F. H. E. Page Co.
RIDINGS, HORACE S. J. B. Lippincott Co.

ROCHE, A. P. Page Co. ROE, CHARLES M. Standard Publishing Co.

ROSSI, F. J. James Pott & Co.
ROWLEY, ARTHUR M. G. & C. Merriam Co.
SAALFIELD, A. G. Saalfield Publishing Co.
SAALFIELD, A. J. Saalfield Publishing Co.

SAMPSON, HAROLD W. Hurst & Co.
SAMPSON, W. J. W. A. Wilde Co.
SAVAGE, HENRY F. Frederick A. Stokes Co.
SCHEPMOES, C. C. Oxford University Press.
SCRIBNER, LEBARON D. E. P. Dutton & Co.

SHEPHARD, W. O. John C. Winston Co. SHEPPARD, THOMAS A. Grosset & Dunlap. SHOEMAKER, CHARLES C. Penn Publishi Penn Publishing

SHOEMAKER, FRANK W. Penn Publishing Co. SHORT, WINTHROP C. G. & C. Merriam Co.

SIEFFERT, C.V. Doubleday, Page & Co. SIEGEL, WILLIAM S. Macaulay Co., etc.

SLOANE, FRANCIS J. Small, Maynard & Co.; Duffield & Co.

SMITH, H. B. Thomas Nelson & Sons. SNYDER, HARRY M. Dodd, Mead & Co.

Spero, Ben. Saalfield Publishing Co.
Spinney, William R. T. Y. Crowell Co.
Steele, Charles B. A. J. Burt Co.; James

Pott & Co.

Pott & Co.

Stoll, H. S. McLoughlin Bros.

Stolle, R. C. Charles Scribner's Sons.

Sully, George. Sully & Kleinteich.

Trenkle, Charles J. Macmillan Co.

Tucker, H. E. Saalfield Publishing Co.

Vass, Edward J. Little, Brown & Co.

Vaughan, L. B. Frederick J. Drake & Co.

Von Lange, Harry. Barse & Hopkins.

Vose, John C. A. L. Burt Co.

Voss, Herman. Abingdon Press.

Walker Stanley Henry Holt & Co.

WALKER, STANLEY. Henry Holt & Co.

WALKER, STANLEY. Henry Holt & Co.
WALLACE, C. W. Cupples & Leon Co.
WARE, ROBERT L. American Tract Society.
WESTON, JAMES F. Page Co.
WEBSTER, GEORGE W. Saalfield Publishing Co.
WEIBLE, SOLOMON S. J. B. Lippincott Co.
WESSELS, A. A. C. McClurg & Co.
WESTBROOK, L. B. Dodge Publishing Co.
WESTBROOK, L. B. Dodge Publishing Co.

Westervelt, Eugene S. Grosset & Dunlap. Wheelock, George L. Century Co. Wilhelm, Arnold E. Grosset & Dunlap.

WINTERS, JOHN F. Century Co.
WITSIL, JOHN T. Brentano's.
YOUNG, J. G. Platt & Peck.
ZIEGLER, E. H. George H. Doran Co.

# Department Store Buyers of Books and Allied Lines

ALABAMA

Birmingham. --Loveman, Joseph, & Loeb. (Jerome K. Sterne.)

Mobile.—Hammel D. G. Co. (B. Straus.) Montgomery.—The Fair. (C. R. Ashley.)

CALIFORNIA

Fresno.-E. Gottschalk & Co., Inc. (G. G. Oliver.)

Los Angeles.-Broadway Dept. Stores. (C. R. Vient.)

-Bullock's Dept. Store. (Miss J. Neely.)

-Beeman & Hender, Inc.-"The Baby Store." (Miss N. A. Hendee.)

—A. Hamburger & Sons, Inc. (E. H. Dart.) Oakland.—H. C. Capwell Co. (Smith Bros. Miss Norma de Jonge.)

Sacramento.-Weinstock, Lubin & Co. (W. Polland; F. M. Folsom.)
San Francisco.—The Emporium. (Miss Kath-

erine Ritchie.)

-Raphael Weill & Co., Inc. (Leon B. Archer.)

San Jose. - O. A. Hale & Co. (H. A. Berkuist.)

COLORADO

Denver .- Daniels & Fisher Stores Co. (Kate L. Kavanagh.)

Martin.)

-Denver D. G. Co. (Hugh Shields.)
-Golden Eagle D. G. Co. (Max M. Heller.)
-A. Hamburger & Sons, Inc. (E. H. Dart.)
-A. T. Lewis & Son D. G. Co. (Miss Nell

Pueblo.—The Crews-Beggs D. G. Co. (Wm. Young.)

CONNECTICUT

Bridgeport.—Howland D. G. Co. (Mrs. N. H.

Hartford.—Brown. Thomson & Co. (J. M. Rourke.)

-G. Fox & Co. (J. L. Engel.)
-Wise, Smith & Co. (J. J. London.) New Haven.-The Edward Malley Co. (Miss

Kathryn A. Davis.) New London.-The S. A. Goldsmith Co. (N. Dreyfus.)

DISTRICT OF COLUMBIA

Washington.-S. Kann, Sons & Co. (S. L.

Palais Royal. (Miss Mabel Reagle.)

-Woodward & Lothrop. (F. E. Woodward.) GEORGIA

Brunswick.—Bennett Bros. (Louis Bennett.) Savannah.—Leopold Adler. (Nat. Orovitz.)

Chicago.—Boston Store. (Edgar D. Schlamm.)

—Butler Bros., Wholesalers. (G. M. Coy.) —Carson, Pirie, Scott & Co. (Ralph B. Henry.)

-Marshall Field & Co. (Miss Marcella Burns; assistants, Josephine Greene and

Otto Ryerson.) Sol. Klein. (B. Warshawsky.)

-Sears, Roebuck & Co. (Geo. R. Bingham.)

-Siegel, Cooper & Co. (W. J. Doxey.)
-"The Fair." (Fred S. Hale.)

-Montgomery Ward & Co. (Duke Hill.) -W. A. Wieboldt & Co. (L. Lauritzen.)

Decatur.-Linn & Sruggs D. G. Co. (B. L. Weaver.)

Evanston.-Lord's, Inc. (Mrs. A. B. McCullough.)

Galesburg .- O. T. Johnson Co. (Charles S. Cole.)

Peoria.—Block & Kuhl Co. (Gus Meyers.) -P. A. Bergner & Co. (R. A. Schoenfeld.) Rock Island.—L. S. McCabe & Co. (M.

Forbes. -Young & McCoombs Co-operative Store Co.

(Robert Karlowa.) Rockford.—D. J. Stewart & Co. (Miss Mildred Giffen.)

Streator.—D. Heenan Mercantile Co. (James

A. Finlen.)

INDIANA

Bloomington.—The Wicks Co. (Otto Rott.) Elkhart.-H. B. Sykes Co. (Burt Sykes.) Evansville.-Fowler, Dick & Walker. (James R. Duncan.)

Ft. Wayne.-Wolf & Dessauer. (Louis S. Dessauer.)

-Beadell & Co., The Peoples' Store. (Mr. Henry Beadell.)

Hammond. - Kaufman & Wolf. (Chas. P. Gruen.)

Indianapolis.-Pettis D. G. Co. (J. E. Keller.) -L. S. Ayres & Co. (Miss Marguerite Williamson.)

-Block, Wm. H. Co. (Leo Schoen.) Lafayette.-Loeb & Hene Co. (Samuel M. Loeb.)

-W. H. Zinn Co. (G. B. Beadle.)

Terre Haute.—A. Herz. (Miss Mayme Henry.) -Root D. G. Co. (F. J. Knadler.)

Valparaiso .- J. Lowenstine & Sons. (G. S. Bartholomew.)

Charles City.-The Ruste Co. (Miss Lillian Stewart.)

Davenport. - Harned & von Maur. (Miss J. E. Westberg.)

-J. H. C. Peterson's Sons. (Louis Crampon.) Des Moines.-Younker Bros., Inc. (Miss Luella Du Zan.)

Ottumwa.-W. J. Donelan & Co. (Charles L. Bliley.)

Sioux City.—The Pelletier Co. (H. E. Timm.)

KENTUCKY Covington.—John R. Choppin Co. (Stewart & Kidd Co.)

Louisville.-The Stewart D. G. Co. (W. O. Ransley.)

-J. Bacon & Sons. (Mrs. K. U. Brennan.)
-Kaufman Straus Co. (Z. Jacoby.)

-Herman Straus & Sons Co., Inc. (Miss J. Levi.)

LOUISIANA

New Orleans. - Maison Blanche Co. (Miss Kate Connelly.)

-D. H. Holmes Co. (E. H. Pritchett.)

MAINE

Lewiston.—B. Peck Co. (Miss Gertrude May.)



WILLIAM K. STEWART

Indianapolis, Cincinnati, Louisville, and elsewhere William K. Stewart, the original genius of chain-store bookselling, started his career in the footsteps of his grandfather and father, who came from Hagerstown, Md., in 1854 and founded the Stewart & Bowen firm, later the Bowen & Merrill Co. and Bobbs-Merrill Co. Mr. Stewart started as a traveler for the last-mentioned firm in 1904, and was sales manager until 1909, when he bought their retail book and stationery business. The same year he took over the Robert Clarke store in Cincinnati, in which undertaking he was joined by John G. Kidd. In 1912, Fred G. Melcher became manager of the Indianapolis store, and in 1915 Mr. Stewart, strenuous as ever, acquired the Charles T. Dearing business in Louisville, thus completing a triangle of excellently planned, harmoniously managed bookstores. Last year, in Cincinnati, a book department at Pogué's Department Store and at Coppin's, across the river in Covington, were started. It will be seen from what he describes as "this strikingly handsome photo of myself" that his active career has not turned Mr. Stewart into the tired business man. Indianapolis, Cincinnati, Louisville, and elsewhere

Portland. - Porteous, Mitchell & Braun Co. (O. A. Moore, Jr.) —J. R. Libby Co. (Ralph G. Libby.)

MARYLAND

Baltimore. - A. A. Brager. (A. Stanley Brager.)

A. Eisenberg. (Chas. Herman.)

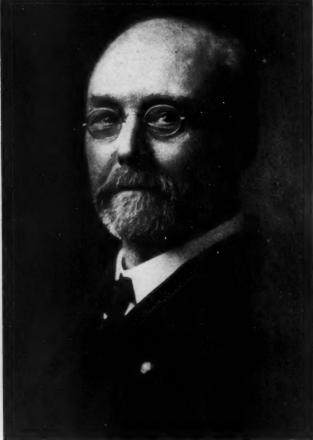
-Joel Gutman & Co. (Charles F. Davenport.) -Hochchild, Kohn & Co. (Jos. J. Estabrook.) -Stewart & Co. (Miss Elizabeth Conway.)

-Baltimore Bargain House, Wholesale. W. Sebald.)

MASSACHUSETTS

Boston.-Bacon, W. & A., Co. (M. Bruce Hovendon.)





JOHN J. VATER Vater & Kincaid, Hutchinson, Kan.

JOHN J. VATER is a bookseller who typifies Western pep and push. He is industrious in bothfields of selling. He has represented the Southern West News Co. for the past eight years, covering Kansas and Oklahoma, and he conducts with his partner the Vater & Kincaid shop at Hutchinson, Kan., one of the most up-to-date places in the State.

-Houghton & Dutton. (Rodny Foss.)

-Jordan, Marsh Co. (E. A. Pitman.)

-Murphy Bros. Co. (Mrs. M. A. Crowley.)
-Timothy Smith & Co. (H. F. Gouch.)
-R. H. White Co. (H. B. Runyan.)
Fall River.—R. A. McWhirr Co. (Frank W. Sanford.)

Fitchburg.—Nichols & Frost. (J. H. Potter.) Gloucester .- Wm. G. Brown & Co. (Wm.

G. Brown, Jr.)

Haverhill. - Mitchell & Co. (Miss G. W. White.)

Lawrence.-Reid & Hughes Co. (Mrs. Henderson.)

Lowell.-A. G. Pollard Co. (Jas. A. Burns.) Lynn.-P. B. Magrane Store, Inc. (Jos. A. Magrane.)

Pittsfield.-England Bros. (Katherine Marsion.)

Salem.-Almy, Bigelow & Washburn. (Miss H. L. Barker.)

Springfield.—Forbes & Wallace. (Richard H.

Toeplitz.) -Meekins, Packard & Wheat. Jones.)

Worcester. - Barnard, Sumner, Putnam Co. (Burton Le Doux.)

WILLIAM C. EDWARDS

Of The Book Hunters' Shop, Rochester, N. Y.
WILLIAM C. EDWARDS has hunted books assiduously since 1875, first as a member of the firm of Edwards & Co. in Hagerstown, Md. Then he pursued his hunt in Washington, D. C., London, Chicago, Detroit, Buffalo, Rochester, N. Y., and Portland, Me. Finally in 1904 the hunter opened a den of his own in Rochester, N. Y., the "Book Hunters' Shop," where his ability to chase books to their lair is well known to his many friends thruout the country.

#### —Denholm McKay Co. (W. C. Everett.)

Bay City.—Hawley D. G. Co. (S. C. Musial.) Detroit.—J. L. Hudson Co. (Mrs. A. S. Morris.)

Crowley, Milner & Co. (James S. Gleghorn.) Grand Rapids.-Chas. Trankla & Co. (H. G. Robertson.)

-Hazeltine & Perkins Drug Co. (J. H. Hagy.)

-Herpolsheimer Co. (Earl Keech.) Kalamazoo.-J. R. Jones' Sons & Co.

Jones.) -Gilmore Bros. (Miss Mary D. Garrison.)
Lansing.-The F. N. Arbaugh Co. (Frank E. Baker.)

Saginaw.-Wm.Barie D. G. Co. (L. A. Goodman.)

-M. W. Tanner Co. (L. W. Bixby.) Traverse City.-Hannah & Lay Mercantile Co. (Fred C. Colyer.)

#### MINNESOTA

Duluth.—I. Freimuth. (David G. Loewies.)
—Glass Block Store Co., Inc. (F. C. Deery.)
—J. J. Moe & Sons Co. (A. H. Moe.)

Minneapolis. - The Dayton Co. (John N. Skinner.)



C. E. H. WHITLOCK

- Of Whitlack's, Inc., New Haven, Conn.

C. E. H. WHITLOCK, for a young one who only recently turned the "thirties," has been a live wire in the New Haven trade ever since he recently turned the "thirties," has been a live wire in the New Haven trade ever since he started, sixteen years ago, at the age of fifteen, a tiny bookshop on High Street. His business has steadily grown by reason of pluck and push until now it is one of the institutions of the university town. He knows how to advertise, and has the publicity "game" always on the jump. He's successful. He's successful.

- -Butler Brothers, Wholesalers. (W. G.
- -L. S. Donaldson Co. (F. O. Williams.)
  -Powers Mercantile Co. (L. H. Wells.)
  St. Paul.—"The Golden Rule," (Leo. W. Regan.)
- -Bannon Bros. (E. Higgins Co.)

#### MISSOURI

- Kansas City.—Jones Store Co (A. M. Levy.)
  —Geo. B. Peck D. G. Co. (P. A. McKenna.)
  —Emery Bird Thayer D. G. Co. (C. B. Sefranka.)
- St. Joseph.—Townsend, Wyatt & Wall D. G. Co. (E. J. Townsend.)
- St. Louis.-Butler Bros., Wholesalers. (Wm. A. Cunningham.)
- "Famous & Barr" Co. (P. J. Sefranka.)
- -Scruggs, Vandevoort & Barney. (Mrs. Kremp.)
- -Stix, Baer & Fuller D. G. Co. (Edwin I. Hyke.)

#### NEBRASKA

Lincoln.—Miller & Paine. (J. H. Willis.)

-H. Herpolsheimer Co. (P. R. Elliott.)



LOUIS J. COE

Coe Brothers, Springfield, Ill.

Louis J. Coz, the active bookman of the firm Louis J. Coe, the active bookman of the firm of Coe Brothers, was born in Springfield nearly fifty years ago. When he reached his majority he accepted a position with Frank Simmons, who was one of the best-known booksellers in the State of Illinois at that time. After ten years with Simmons he started business in 1898 with his brother, Harry E. Coe, who died in 1912. His is now the best shop in the Capitol City.

- Omaha.—J. L. Brandeis & Sons. (W. A. Hol-land, care of Western B. & S. Co.)
- Hayden Brothers. (E. Higgins Co.)
- -Thos. Kilpatrick Co. (Robert Cowell.)

#### NEVADA

Reno.-Gray, Reid, Wright Co. (J. H. Gray.)

#### NEW JERSEY

- Newark. L. Bamberger & Co. (Miss M. Hancock.)
  - Hahne & Co. (Max Hesslein.)
- Puterson.—Quackenbush & Co. (F. A. Ovr.) Trenton.—S. P. Dunham & Co. (Miss Kath-
- erine O'Donnell.)

### NEW YORK

- Albany.-W. M. Whitney & Co. (Miss Hartman.)
- -John G. Meyers Co. (Mrs. H. F. Reilly.) -Waldman Bros. (Miss M. Epple.)
- Binghamton.-Fowler, Dick & Walker. (Miss
- Harriet B. Mason.) Hills, McLean & Haskins. (Miss M. J.
- Sharpsteen.) Brooklyn,-Abraham & Straus. (Ralph W.
- Leonard.)



JOHN J. VATER Vater & Kincaid, Hutchinson, Kan.

JOHN J. VATER is a bookseller who typifies Western pep and push. He is industrious in both fields of selling. He has represented the Southern West News Co. for the past eight years, covering Kansas and Oklahoma, and he conducts with his partner the Vater & Kincaid shop at Hutchinson, Kan., one of the most up-to-date places in the State.

-Houghton & Dutton. (Rodny Foss.)

—Jordan, Marsh Co. (E. A. Pitman.)

—Murphy Bros. Co. (Mrs. M. A. Crowley.)

—Timothy Smith & Co. (H. F. Gouch.)

—R. H. White Co. (H. B. Runyan.)

Fall River.—R. A. McWhirr Co. (Frank W.

Sanford.) Fitchburg.—Nichols & Frost. (J. H. Potter.)

Gloucester .- Wm. G. Brown & Co. (Wm. G. Brown, Jr.)

Haverhill. - Mitchell & Co. (Miss G. W. White.)

Lawrence.-Reid & Hughes Co. (Mrs. Henderson.)

Lowell.—A. G. Pollard Co. (Jas. A. Burns.) Lynn.—P. B. Magrane Store, Inc. (Jos. A. Magrane.)

Pittsfield.-England Bros. (Katherine Marsion.)

Salem.—Almy, Bigelow & Washburn. (Miss H. L. Barker.)
Springfield.—Forbes & Wallace. (Richard H.

Toeplitz.)

-Meekins, Packard & Wheat. (Fred E. Jones.)

Worcester. - Barnard, Sumner, Putnam Co. (Burton Le Doux.)

WILLIAM C. EDWARDS

Of The Book Hunters' Shop, Rochester, N. Y.

WILLIAM C. EDWARDS has hunted books assiduously since 1875, first as a member of the firm of Edwards & Co. in Hagerstown, Md. Then he pursued his hunt in Washington, D. C., London, Chicago, Detroit, Buffalo, Rochester, N. Y., and Portland, Me. Finally in 1904 the hunter opened a der of his own in Rochester, N. Y., the "Book Hunters' Shop," where his ability to chase books to their lair is well known to his many friends thruout the country.

#### —Denholm McKay Co. (W. C. Everett.)

#### MICHIGAN

Bay City.—Hawley D. G. Co. (S. C. Musial.) Detroit.-J. L. Hudson Co. (Mrs. A. S. Morris.)

-Crowley, Milner & Co. (James S. Gleghorn.) Grand Rapids.—Chas. Trankla & Co. (H. G. Robertson.)

-Hazeltine & Perkins Drug Co. (J. H. Hagy.)

-Herpolsheimer Co. (Earl Keech.) Kalamazoo.-J. R. Jones' Sons & Co. (W.O. Jones.)

-Gilmore Bros. (Miss Mary D. Garrison.) Lansing.—The F. N. Arbaugh Co. (Frank E. Baker.)

Saginaw.-Wm.Barie D. G. Co. (L. A. Goodman.)

—M. W. Tanner Co. (L. W. Bixby.) Traverse City.—Hannah & Lay Mercantile Co.

(Fred C. Colyer.)

#### MINNESOTA

Duluth.—I. Freimuth. (David G. Loewies.) -Glass Block Store Co., Inc. (F. C. Deery.)
-J. J. Moe & Sons Co. (A. H. Moe.)

Minneapolis. - The Dayton Co. (John N. Skinner.)



C. E. H. WHITLOCK

Of Whitlock's, Inc., New Haven, Conn.

C. E. H. WHITLOCK, for a young one who only recently turned the "thirties," has been a live wire in the New Haven trade ever since he started, sixteen years ago, at the age of fifteen, a tiny bookshop on High Street. His business has steadily grown by reason of pluck and push until now it is one of the institutions of the university town. He knows how to advertise, and has the publicity "game" always on the jump. He's successful.

- -Butler Brothers, Wholesalers. Trecker.)
- -L. S. Donaldson Co. (F. O. Williams.)
- -Powers Mercantile Co. (L. H. Wells.) St. Paul.—"The Golden Rule," (Leo.
- (Leo. W. Regan.)
- -Bannon Bros. (E. Higgins Co.)

#### MISSOURI

- Kansas City.—Jones Store Co (A. M. Levy.) —Geo. B. Peck D. G. Co. (P. A. McKenna.) —Emery Bird Thayer D. G. Co. (C. B. Sefranka.)
- St. Joseph.—Townsend, Wyatt & Wall D. G. Co. (E. J. Townsend.)
- St. Louis.-Butler Bros., Wholesalers. (Wm. A. Cunningham.)
- "Famous & Barr" Co. (P. J. Sefranka.)
- -Scruggs, Vandevoort & Barney. (Mrs.
- Kremp.)
- -Stix, Baer & Fuller D. G. Co. (Edwin I. Hyke.)

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- Hayden Brothers. (E. Higgins Co.)
- -Thos. Kilpatrick Co. (Robert Cowell.)

#### NEVADA

Reno.—Gray, Reid, Wright Co. (J. H. Gray.)

#### NEW JERSEY

- Newark. L. Bamberger & Co. (Miss M.
  - Hancock.)
- Hahne & Co. (Max Hesslein.)
- Paterson.—Quackenbush & Co. (F. A. Orr.) Trenton.—S. P. Dunham & Co. (Miss Kath
  - erine O'Donnell.)

#### NEW YORK

- Albany.-W. M. Whitney & Co. (Miss Hartman.)
- John G. Meyers Co. (Mrs. H. F. Reilly.)
- -Waldman Bros. (Miss M. Epple.)
- Binghamton.—Fowler, Dick & Walker. (Miss Harriet B. Mason.)
- Hills, McLean & Haskins. (Miss M. J. Sharpsteen.)
- Brooklyn.-Abraham & Straus. (Ralph W.
- Leonard.)



M. E. CARLTON

President, M. E. Carlton Co., Flint, Mich.

Thirty-one years ago Mr. Carlton, after traveling for nine years for the jobbing houses of E. B. Smith & Co., Detroit, and S. A. Maxwell Co., Chicago, bought a store in Flint, Mich., that had been running for twenty-one years, and has seen that city grow from 8500 to 85,000 in population. If the good golf weather in summer and good If the good golf weather in summer and good business generally keeps up, he says, he topes to remain on earth to enjoy its pleasures for twenty or more years to come.

-H. Batterman Co. (C. J. Bernard.)

—Burden & Co. (Miss G. Smith.) —Bedford Co. (Miss E. P. Smith.)

-Levi Bros. & Co. (George W. Hirsch.) -Frederick Loeser & Co. (L. A. Keating.)

-Price & Rosenbaum. (H. Kronig.) Buffalo. -- Adam, Meldrum & Anderson Co.

(Henry J. Simons.) J. N. Adam & Co. (Miss H. J. Hall.)

-The Wm. Hengerer Co. (Miss T. J. Cummings.

Ithaca.-Rothschild Bros. (Leon D. Rothschild.)

Jamestown.-Jones & Audette. (C. L. Audette.)

New York City.-Barnett Bros. (Miss M. McLoughlin.)

—Best & Co. (Adolph Reif.)
—Bloomingdale Bros. (Wm. J. Schwarz.)
—L. M. Blumstein, 125th St. (H. S. Brown.)
—Butler Bros., wholesalers. (Henry Gerlach,

-John Daniell, Sons & Sons. (Mrs. Jeannot.) -R. R. Geist & Son, 86th St. and 3d Ave. (Edgar F. Bayley.)

-J. B. Greenhut Co. (Miss L. Jacobs.)

-Gimbel Brothers. (Miss Alice M. Dempsey.)

-H. C. F. Koch & Co. (Miss Belle C. Morris.)

The Lord & Taylor Book Shop. (Mr. Crowell.)

-R. H. Macy Co. (Miss Grace Gaige.)

Neuhaus & Co., 466 Columbus Ave. (Miss Semple.)

-James R. Senior, Inc. (Roy M. Senior.) -Stern Brothers. (W. C. Robinson.)

-Syndicate Trading Co., wholesalers.

H. Arnold.) -John Wanamaker. (Warren Snyder; W. J. Macmillan, and Frank S. Smith, assts.)
Rochester.—E. W. Edwards & Son. (Mrs.

A. Schultz.)

-Burke, Fitzsimmons, Hone Co., Inc. (Edward Toole.)

-Duffy-Powers Co. (Miss Jean Hames.)
-McCurdy Robinson Co. (Edwin Noel.)
-Sibley, Lindsay & Curr Co. (R. G. Powers.)

Schenectady.-H. S. Barney Co. (Miss Elizabeth A. Ledger.)

-The Wallace Co. (C. A. Brundige.) Syracuse.-E. W. Edwards & Son. (Mrs.

Campbell.) Chappell Dyer Co., Inc. (W. A. Dyer.) -Dey Bros. & Co. (John B. Murphy.)

-The Hunter, Tuppen Co. (Charles F. Tupper.)

-H. G. Stone. (Walter R. Stone.) Troy.-Wm. H. Frear & Co. (1

(Richard V. Page.)
Utica.—A. S. & T. Hunter. (C. A. Vencill.)

-Robert Fraser. (J. T. McDermott.)

Akron.—The M. O'Neil Co. (William E. Glass.)

-C. H. Yeager Co. (Mr. Dolson.)

Canton.-Wm. R. Zollinger & Co. (Harry C. Zollinger.)

Cincinnati.—Hanke Bros. Co. (R. L. Davis.)

-Geo. W. McAlpin Co. (Miss Elmer Mayhall.)
-H. & S. Pogue Co. (Stewart & Kidd.)
-John Shillito Co. (Western Book and Sta-

tionery Co., Chicago.)

Cleveland.—Halle Brothers Co. (Miss Dorothy E. Smith.)

-Highbee & Co. (Miss Ella Valentine.)
-The May Co. (J. E. Williams.)
-The Stern Co. (Miss Hannah Ritchie.)

-Wm. Taylor Sons & Co. (Miss M. M. Gordon.)

Columbus.-Columbus D. G. Co. (R. H. Schnept.)

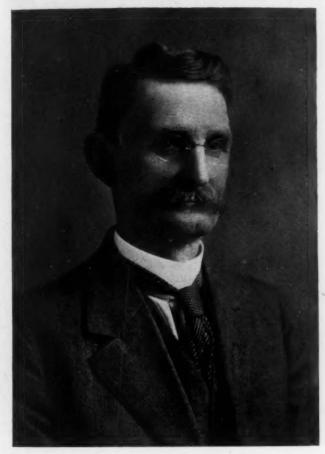
--Green-Joyce Co. (Mrs. Stevens.)
--The Z. L. White Co. (Miss C. M. Baker.) Dayton.-Elder & Johnston Co. (Fred Fleischauer.)

-Rike-Kumler Co. (Mrs. May Lansdale.) Norwalk.—C. F. Jackson Co. (C. A. Peat.) Portsmouth.—Anderson Bros. Co. (A. N.

Horr and E. C. Hood.) Sandusky.—Herb & Myers Co. (M. R. Herb.) Springfield.—The Edw. Wren Co. (Mr. R.

Staley.) Toledo. - W. L. Milner & Co. (G. W. Schwager; Miss B. E. Price, assistant.) (G. W.

-La Salle & Koch Co. (The E. Higgins Co.) (A. E. Eckle.)



CLAYTON L. TRAVER Trenton, N. J.

The head of that unusual bookshop in Trenton has been in business since 1886, and is something of a character in the trade. Besides carrying current literature, he has a big collection of old books, specializing in those relating to New Jersey history and genealogy. His "shop" is a three story building on the main street and contains not only the largest bookstore in the State, but in it one can obtain other kinds of merchandise not closely related to literature, such, for instance, as furniture lated to literature, such, for instance, as furniture for home and office. Mr. Traver is something of a traveler; at the present moment he is on his way to New Mexico to study the cliff dwellers and other phenomena of that region.

-Lion Dry Goods Co. (Miss D. H. Hubbard.) Youngstown.-G. M. McKelvey & Co. (Miss Froggett.) OREGON

Portland.-Meier & Frank Co. (Vivian P.

Cooley.)
—Olds, Wortman & King. (Mrs. J. W. Poince.)

PENNSYLVANIA

Allentown.—Hess Bros. (M. Goeppel.)
—Zollinger-Harnard Co. (W. C. Harned.) -Zollinger-Harnard Co. Altoona.-Wm. F. Gable & Co.

Easton.—Wm. Laubach & Sons. M. Laubach.) (Charles

Erie.—Erie Dry Goods Co. (Miss M. E. Reed.)

Harrisburg.—Dives, Pomeroy & Stewart. (L. V. Harvey.)

Johnstown.—Penn Traffic Co. (Roland A. Gibson.)

Lancaster.-Leinbach & Co. (Charles Wagner.)

The Donovan Co. (Miss Helen M. Strine.)

Hager & Bro. (Robert C. Masterson.) Watt & Shand. (Edward G Eby.

Philadelphia.—Gimbel Bros. (Benedict Freud.)

-Lit Bros. (Miss K. A. Callan.)

-N. Snellenburg & Co. (Edward Hugele.) -Strawbridge & Clothier. (Fred F. Mattison.)

—John Wanamaker. (Walter H. Cox.) Pittsburgh.—Boggs & Buhl, Inc.

Joseph Horne Co. (J. C. Kemp.)

-Kaufman & Baer Co.

-Kaufman's

Reading.—Dives, Pomeroy & Stewart. (C. C. Chrismer.)

-Lord & Gage. (Miss Westfall.)

Scranton.-Jonas Long's Sons. (Mrs. Alice Kinney.)

Wilkes-Barre .--Jonas Long's Sons. (Miss Lydia White.)

Fowler, Dick & Walker. (Thomas F. Hefferman.)

-MacWilliam's. (Miss Helen Strine.) Williamsport. - Bush & Bull Co. O'Brien.)

RHODE ISLAND

Newport.—The King McLeod Co. (J. H. Barrett.)

Providence.-Callender, McAuslan & Troup (R. F. Meyersahm.)

The Shepard Co. (Mrs. L. Brinkerhoff.)

#### TENNESSEE

Chattanooga.-Miller Bros. Co. (I. C. Seiving.)

Knoxville.-Caldwell - Edington Dept. Store. (E. E. Caldwell.)

M. M. Newcomer Co. (Mrs. R. J. Carnes.) Memphis.-J. Goldsmith & Sons Co. (David S. Levy.)

Nashville.-Castner-Knott D. G. Co. (S. K. Welburn.)

#### TEXAS

Austin.—E. M. Scarbrough & Sons. (J. H. Bohlender.)

Dallas.—Sanger Brothers. (C. C. Millington.)

Ft. Worth.—The Fair. (L. W. Bevan.) San Antonio.—Wolff & Marx Co. ( Dugosh.)

-Joske Bros. Co. (Miss D. Schmieding.)

#### VERMONT

Burlington.—Combination Cash Store Co. (A. W. Gorton.)

VIRGINIA

Norfolk. - Miller, Rhoades & Swartz, Inc. (Wm. Schneer.)

Watt, Rettew & Clay, Inc.

Richmond.-Miller & Rhoades, Inc. (F. H. Phillips.)

—The Cohen Co., Inc. (Miss Rosa Duffy.)

#### WASHINGTON

Seattle.—The Bon Marché. (R. L. Miller.) Tacoma.—Rhodes Bros., Inc. (Charles Matz-

#### WEST VIRGINIA

Wheeling.-Stone & Thomas. (Mrs. A. J. Hamilton.)

WISCONSIN

Fond du Lac.-The O'Brien D. G. Co. (Benj. Wild.)

La Crosse.-Wm. Doerflinger Co. (A. Moser.) Marinette.-Lauerman Bros. Co. (Louis Pe-

Milwaukee.-Gimbel Bros. (Western B. & S. Co.)

The Boston Store. (E. Higgins.)

-Kroeger Bros. Co. (John S. Kroeger.)
-Ed. Schuster & Co., Inc. (Leo Arnstein.)
Oshkosh.—F. A. Plummer Co., Ltd. (Dora
Nelson; J. Y. Hull.)

Sheboygan.--H. C. Prange Co. (E. G. Borth.)

HOUSE OF CASSELL CELEBRATES CENTENARY OF BIRTH OF FOUNDER

On January 23 the English House of Cassell celebrated the centenary of the birth of John Cassell, its founder. As in the case of most other great publishing houses, the personality of one man "made" the House of Cassell; and even to-day the big six story plant in London with its twelve to fifteen hundred employees and its seventy presses retains the influence of its founder, altho he died more than half a century ago.

John Cassell went to work as a boy in the cotton mills of Manchester in the dark days when laissez-faire principles ruled in English industry. But the same pioneer-evangelist spirit which made him afterward a leader in the production of cheap and worth while books for the masses drove him forth to wander thru the countryside with a box of tools doing odd jobs and lecturing on temperance. 1848, inspired by the need for popular education among the workingmen of England, he opened a small printing office and commenced to issue The Standard of Freedom; its standard of literature, considering its price, had never before been attained. Two years later he followed this up with a penny weekly, The before been attained. Working Man's Friend and Family Instructor. Cassell knew from his long apprenticeship as a laborer the problems and interests of the workingman and their confidence in him is reflected in the fact that his books, pamphlets and periodicals were more widely distributed than those of other firms or even of the societies organized for the elevation of the working classes.

When the Exhibition of 1851 opened John Cassell was one of its greatest enthusiasts. The Illustrated Exhibitor, which he then issued, sold at the rate of 40,000 monthly. same year saw the publication of John Cassell's Library, the pioneer series of the cheap reprints, which included history, biography, and science, and was retailed at 7d. a volume, then a record in cheap literature. In 1851 the enterprising publisher put into practice his commendable aim to popularize art by commencing The Magazine of Art. The worldfamous Cassell's Popular Educator-a penny periodical encyclopedia of knowledge, especially that most needed by the uneducated man, carefully classified so as to encourage self teaching-of which upwards of two million copies have been sold, was first published in 1852. It was issued originally as a means of bringing education into the homes of the common people. Unsolicited letters still arrive at La Belle Sauvage from men in high positions who testify to the help it has given them. Even the Premier has not hesitated to speak of its use to himself, according to The Publishers' Circular. Other popular serials and periodicals followed, including the illustrated History of England, the illustrated Family Paper, The Illustrated Family Bible, the Natural History, Don Quixote, and other standard works in weekly parts; the penny weekly numbers of the Popular Educator and History of England made their way into every English-speaking part of the globe. Wiseacres gravely shook their heads over these ventures declaring them foolhardy attempts which would never repay their immense cost at their very low price. But the workingmen wanted them, the pennies rolled into pounds and every one was a success.

John Cassell's infectious enthusiasm induced the printers, Petter and Galpin, to enter into partnership with him in 1859—six years before his death-to help carry out this marvelous revolution he had effected in the production of cheap and good books and from then until 1883 the firm continued as Cassell, Petter & Galpin.

John Cassell's interest in the workingman still dominated the firm after his death and in the seventies the practice of setting aside a percentage of the profits for sickness, accident and old age pensions was commenced. In line with this policy when the business was reincorporated as Cassell & Co., Ltd., in 1883 with \$2,500,000 capital, the employees were encouraged to take stock in the company; a co-operative saving company, the Belle Sauvage Investment Society, was formed, and several hundred dollars of stock are held by workmen.

On the book side, the history of the firm is remarkable if for only one achievement, the issue of Cassell's National Library (1886-90), under the editorship of Professor Henry Morley; 214 volumes were published at 3d. each, a record in cheap reprints which has never since been equalled, and of which nearly 8,-000,000 have been sold. To them belongs the honor of having introduced Stevenson to the novel-reading public, by issuing "Treasure Island" in book form. From La Belle Sauvage were also issued the first of Sir A. T. Quiller-Couch's ("Dead Man's Rock") and Sir Rider Haggard's ("King Solomon's Mines") books. Some of the best work of J. M. Barrie, Stanley Weyman, Max Pemberton, Sir A. Conan Doyle, Dr. Furnivall, Anthony Hope, Mrs. Humphry Ward, Grant Allen, has first seen the light at La Belle Sauvage. Dean Farrar's "Life of Christ," Sir Robert Ball's astronomical works, Traill's "Social England," and Kearton's Nature Books represent some of their publishing successes.

The American branch of Cassell's-there was also a Paris branch—suffered a number

of ups and downs. John Cassell visited this country in 1859 and, being unwilling to risk the establishment of an American branch on account of the threatening political situation, merely appointed John Robbins as agent for the English house. At the close of the war Walter Low, son of Sampson Low, came to this country and established an agency at 595 Broadway, New York. He was succeeded in 1868 by Robert Turner, a product of the English house, who succeeded in getting the American branch on a going basis. In 1873 Charles Gerard came over and administered the business until 1875 when Mr. Turner returned and arranged with Oscar M. Dunham, then of the American News Co., to take charge of the house the following year. In 1888 the American branch moved to the building at 104-106 Fourth Avenue. In 1890 a new company, headed by Mr. Dunham, formed a separate American corporation to conduct the affairs of the American branch independently of the parent company in England, but 1893 brought failure to this venture and a new company headed by W. L. Mershon bought in the business. Under this arrangement the business dwindled until the publication of further works was discontinued. In 1907 William B. Hadley, formerly with the house of Harper, was appointed manager and the resurrected firm removed to 43-45 E. Nineteenth Street. Progress was slow and difficult, however, and in 1913 the English company suspended the American house and a month later the Funk & Wagnalls Company took over the American branch with Mr. Hadley as manager, which arrangement still continues.

EARLY TRADE HISTORY AND GOSSIP IN BOOK ON BOOKSELLERS' TOKENS

Another link in the history of the booktrade has been completed by W. Longman, of the English house of Longman's, Green & Co., in the recent publication of his "Tokens of the Eighteenth Century Connected with Booksellers and Bookmakers."\* The book is the work of a specialist in a highly specialized field and makes little or no pretense to being "popular" in either matter or presentation. That such a study holds a not altogether trivial place in the annals of the trade, however, is attested by the fact that no less than 3,000,000 of these substitutes for the regular coinage of England were issued at one time or another by the bookselling and allied trades.

The early history of tokens is very obscure, but the first mention of them occurs in 1404, when the Commons, in a petition to the King urging him to find some remedy for the mischief caused by the lack of small change, mention that tokens of lead are in use. Not until the 17th century, however, do tokens begin to show the name or town of the issuer; for this reason the earlier pieces are generally passed over and the later tokens are divided into

\*"Tokens of the Eighteenth Century Connected with Booksellers and Bookmakers (Authors, Printers, Publishers, Engravers and Paper Makers)," by W. Longman. 90 p., 14 illus. and portraits, 8vo. Longmans, Green. \$2 n.

those issued between 1648-1673; 1787-1797, and 1807-1821. It is of the second of these groups, that of the eighteenth century, that Mr. Longman here treats.

In 1787 the regal copper coinage was in a very unsatisfactory state; the issues during the preceding years had not been numerous, copper pennies were unknown, the workmanship of the coins was poor, and coins of debased metal were in use. The inconveniences were so great that at last the public, or rather the trading section of the public, took the matter into its own hands, and the result was a most interesting series of tokens, which flourished for ten years until the government put them out of business by the issue of quantities of new coins of small denominations. The tokens of this period may be divided roughly into: 1, Genuine pieces struck by tradesmen with a view to helping trade; 2, Pieces struck for sale to collectors; 3, Pieces struck by collectors; 4, Pieces bearing neither name of issuer nor town.

Perhaps the chief interest to-day in these old tokens as described by Mr. Longman lies in the bits of early trade history and gossip which they recall. Thus the token issued by Richard Long, of Deal, in 1794 recalls the flourishing libraries carried on in Deal, Dover, Brighton, Eastbourne and other fashionable watering places at the end of the eighteenth century. Not only were books provided, but also reading lounges with all the London newspapers, music and billiard tables! Many of these booksellers also issued guides to their towns and thus in the "Dover and Deal Directory and Guide" we find Long's library described as follows:-"A public room has scribed as follows:— A public lately been opened by Mr. Richard Long, Bookseller, with a good library, where the London and Provincial Papers are the use of subscribers; taken in for the use of subscribers; and it is but justice due to the proprietor to say that neither expense nor pains have been spared to make it both neat and com-

modious."

Something of the scheme of payment for the use of these reading palaces is told in connection with the description of the token of Fisher's Library and Lounge, issued at Eastbourn in 1796 with the caption on its reverse: "Prosperity to the gentry who visit East-bourne": "The publisher of this pamphlet." Fisher announced, "begs leave to inform his friends in particular and the nobility and gentry in general that he has taken a large room on the West Side of the Steyne, which he has opened as an Auction Room and Lounge on the following plan, viz.: The Daily Papers, to be taken in regularly with Magazines, Reviews, Army and Navy Lists, etc., etc., till the end of the Brighton Season. The subscription to be only 2/6 per month, non subscribers to pay sixpence per time for reading the paper—the room to be open from eight in the morning till ten at night every day (Sunday excepted)."

That booksellers in this day were no more loath than many of their descendants to carry

# Behold the Man!

Who for more than Twenty Years has supported the Liberty of the Press, Freedom of Speech, and the Rights of Man—who after the Loss of Thousands, by Oppression, and no less than FOUR Ex Officio Prosecutions, and THREE by Indictment, now suffers what you all witness (a Punishment intended only for the most abandoned Wretches), for defending the Liberty of Conscience and publishing a Work against Bigotry, Superstition, Intolerance, and Priestcraft—the Third Part of Paine's Age of Reason!

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The Judges of the Land!

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Sir Vickary Gibbs!

They attempt to teach Christianity?—Is this the Method they adopt to prevent Freedom of Discussion?—Oh! Shame! Shame!

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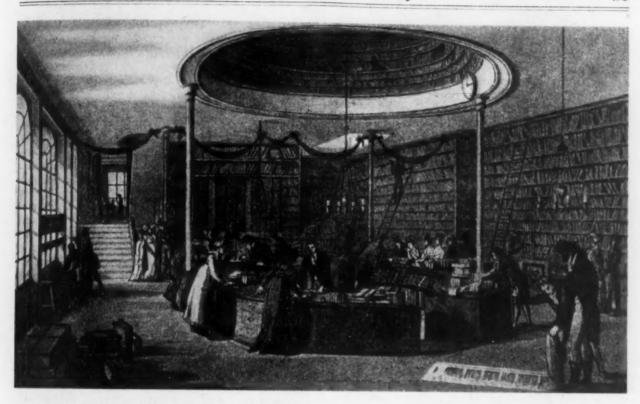
HANDBILL CIRCULATED BY EATON WHEN HE STOOD IN THE PILLORY

sidelines is indicated by the description of the business of William Clachar, of Chelmsford, (another token issuer): "Bookselling, Stationery, Printing, Medicinal, Insurance from Fire, and Auction Business"; or of J. Horn, of Dover, "Bookseller and Perfumer at the Apollo Library and Public Reading Room." "The Apollo Library," we are told, "is at a short distance from the bathing machines"... and is a "handsome one, suitable to the wants and needs of a place like Dover, being well furnished with musical instruments, notably a fine harpsichord, thus proving an agreeable and fashionable lounge to the visitors."

One of the most interesting of tokens of this period is that of Daniel Isaac Eaton of London, issued in 1795. England was in a turmoil at this time, chiefly due to the fear lest the Jacobite sentiments of the Revolution across the Channel might take hold in the "right little tight little island" and to the resultant campaign of repression carried on by the government. Eaton, whether rightly or no is hard to determine, fell foul of the author-

ities on no less than seven occasions during these hectic times for publishing seditious or libelous works. An obituary of Eaton states that "Eaton, Daniel Isaac, after many vicissitudes died at Deptford in September, 1814. He stood two or three times in the pillory for different offenses, and to avoid a heavier punishment emigrated to America, from whence he returned when he imagined no prosecution was to be dreaded. Falling again into his old practice, he was pilloried opposite Newgate for a blasphemous publication. During his confinement his business was carried on by a female, and a scandalous pamphlet again calling for the notice of the government he was brought up for judgment, but on delivering up the author he was released, and died soon after in poverty and contempt." In justice to Eaton, it should be stated that this obituary is matched by other statements throwing a far happier light on his life and ideals. Eaton was first tried in 1793 for selling Paine's "Second Part of the Rights of Man," later for publishing the same author's "Letter Addressed to the Addressers of the Late Proclamation" and again for "Politics for the People." In honor of Eaton's acquittal on this charge the London Corresponding Society passed a vote of thanks to the jury and struck a silver token in their honor. His next prosecution was in 1795 when the charge was publishing Pigott's "Female Jockey Club"; the case was compromised but a year later he fled the country under sentence for publishing "The Political Dictionary" and "Duties of Citizenship." Returning from America too soon, he was sent to prison for fifteen months and had stock to the value of £2800 burnt. His last prosecution was the result of his publishing "The Third Part of Paine's Age of Reason" and it was while he was standing in the pillory on May 8, 1812, for this offense that the handbill reproduced herewith was circulated by him among the crowd. The token of this obstinate democrat bore on the reverse "Printer to the majesty of the people" and on the observe "France par flictor D. I. Foton three verse "Frangas non flictes-D. I. Eaton three times acquitted of sedition."

Concerning James Lackington, probably the largest second-hand bookseller of the eighteenth century, and certainly the largest genuine token user in the trade inasmuch as we learn from Pye that 7 tons 3 cwts., or over 700,000, of Lackington's tokens were struck, there is no dearth of information. On his second halfpenny tokens Lackington proclaimed himself—under a figure of Fame blowing a trumpet—"J. Lackington & Co., cheapest booksellers in the world." Lackington learned to read at 15 and taught himself to write at the age of 23. He came to London in 1773 and without any training or experience, opened a bookseller's shop. His stock in trade when he opened his first shop in Featherstone Street seems little more promising than his training: "My private library at this time consisted of Fletcher's 'Checks to Antinomianism, etc.' (5 vols.); Watts's 'Improvement of the Mind'; Wake's 'Translation of the Apostolical Epistles'; Fleitwood's 'Life of Christ'; the first



LACKINGTON, ALLEN & CO.'S "TEMPLE OF THE MUSES" IN FINSBURY SQUARE

twenty numbers of Hinton's 'Dictionary of the Arts and Sciences'; some of Wesley's 'Journals,' and some of the pious lives published by him; and about a dozen volumes of the latter sort, besides odd magazines, etc. And to set me up in stile, Mr. Boyd recommended me to the friends of an holy brother lately gone to heaven, and of them I purchased a bagful of old books, chiefly divinity, for a guinea. With this stock, and some old scraps of leather [for bootmaking] which together with all my books were worth about five pounds, I opened shop."

In spite of this unpromising start, Lackington had in six months got his stock to the value of £25, and "This immense stock I deemed too valuable to be buried in Featherstone Street; and a shop and parlour being to let in Chiswell Street, No. 46, I took them." In 1794 he moved again, this time to Finsbury Square. His new shop was called The Temple of the Muses, and it no doubt deserved the following words of praise, which appeared in a contemporary magazine: "The shop of Lackington may be deemed one of the curiosities of the metropolis, and deserves to be visited by every stranger, on account of the vast extent of the premises, and of the immense stock of books which are brought into one point of view."

Lackington early formed the rule of giving no credit and to this, coupled with the fact that he always sold his books very cheaply, he attributed his success. A contemporary caricature shows Lackington entering a carriage on the box cloth of which appears "Small Profits and Quick Returns," in his pocket a paper, Puff and Lies for my Book," with the Bible, Prayer Book and Tillotson forming the stepping stones and the Temple of the Muses in the background.

That Lackington's success was due largely to his own diligence and personality is illustrated by the following: "As to the little knowledge of literature I possess, it was acquired by dint of application. In the beginning I attached myself very closely to the study of divinity and moral philosophy, so that I became tolerably acquainted with all the points controverted between the divines. I next read the works of Toulmin, Lord Herbert, Tindall, Chubb, many other free-thinkers. I have also read Voltaire, and most of our English poets, and the best trans-lations of the Greek, Latin, Italian and French poets; nor did I omit to read History, Voyages, Travels, Natural History, Biography, etc." He also learnt a smattering of French, read all the best plays and novels, and "in order to obtain some idea in Astronomy, Geography, Electricity, Pneumatics, etc., I attended a few lectures given by the late eminent Mr. Ferguson, the present very ingenious Mr. Walker and some others; and for some time several gentlemen spent two or three evenings

Good assistants were as rare in Lackington's day as now: "The first thirteen years I never had one shopman who knew anything of the worth of books, or how to write a single page of a catalogue properly, much less to compile the whole. I always wrote them for myself, so long as my health would permit." A catalog of the Temple of the Muses issued in 1806 consists of 552 pages, over 21,000 items and a list of 46 books in press and shortly to be published.

in a week at my house, for the purpose of im-

Another book-trade token of interest is that "Payable at the residence of Messrs. Symonds, Winterbotham, Ridgway & Holt"—three publishers, and a printer. The obverse of the token

bore a view of Newgate Prison—the point being that these gentlemen were at that time enjoying an enforced "residence" in the prison. Holt's offense was the publishing of an "Address to the tradesmen, mechanics and other inhabitants of the town of Newark, on the subject of parliamentary reform" and the sale of Paine's "Address to the Addressers." He was sentenced to two years residence in Newgate for each of these and died at the age of thirty-three from consumption contracted there. Newgate and Symonds, two more of the unfortunate quartette, were London booksellers and publishers whose indiscretion was the publication of three libels, "The Jockey Club," Paine's "Address to the Addressers" and "Rights of Man."

Thomas Spence was another London publisher and bookseller whose many tokens illustrate his uneven course under the hand of the law. One token bears on the obverse "T. Spence 7 months imprison'd for high treason," and on the reverse, "Thos. Spence, Sir Thos. More, Thos. Paine noted advocates for the rights of man." Spence first became notorious thru getting himself expelled from the Newcastle Philosophical Society for a paper on "The Real Rights of Man." Next came his chef d'oeuvre, "Pigs' Meat, or Lessons for the Swinish Multitude," a three volume work published serially "Intended to promote among

Swinish Multitude," a three volume work published serially "Intended to promote among the Labouring Part of Mankind proper Ideas of their Situation, of their Importance and of their Rights. And to convince them that their forlorn Condition has not been entirely overlooked and forgotten, nor their just Cause unpleaded, neither by their Maker, nor by the best and most enlightened Men of all Ages." He was, of course, arrested for this and while other libelous publications followed with their accompanying imprisonments, it is "Pigs' Meat" which made him famous. Some of his tokens dealing with it are as follows: A view of a village in ruins, design inspired by Goldsmith's "Deserted Village," with the inscription.

"One master grasps the whole domain, 1795;" A pig trampling upon emblems of royalty, inscribed "Pigs' meat published by T. Spence, London"; and A hand holding an open book, inscribed "Pigs' Meat. If lords all mankind are, then they ye rents shou'd share."

As the cause of so many arrests and im-

As the cause of so many arrests and imprisonments of booksellers and publishers thru his "libelous and scandalous" writings, notably his "Rights of Man," a few of the tokens inspired by Tom Paine should be mentioned in closing. Of these ten are mentioned by Mr. Longman in the present work, among them the following: "Thos. Spence, Sir Thos. More, Thos. Paine, noted advocates for the rights of man"; a reproduction of a man hanging on a gibbet, a church in the background, and the words "End of Pain"; "May the knave of Jacobin clubs never get a trick"; an open book inscribed "The wrongs of man Jany. 21, 1793" (date of execution of Louis XVI.); a design of three men hanging on a gibbet and "Noted advocates for the rights of man, 1796"; a similar design with the words "The three Thomas's."

BOOK AGENTS I HAVE KNOWN. By John J. Newbegin, of San Francisco.

THE book agent is popularly classified as the "poor relation" of the rest of the book world. He is supposed to be a pariah who makes his living by foisting upon people things they don't want. He may be recruited from the flotsam and jetsam of life, he may oftentimes resort to "slick" practices which his trade relation with a regular publisher's name on his card would not countenance, but, after all, need any job at which people have garnered regular commissions of \$500 to \$1000 a week, as did Madame X-, or \$65,000 in five years, as did W. J. B.—need such a job be termed that of a "poor relation"? Nor do I believe that the work of the book agent in days gone by has been devoid of actual service to humanity. Many of the great works of art, science and literature which have played a prominent part in the progress and education of mankind might never have been issued if it had not been for the book agent. It is the old question of supply and demand. The work of the book agent has created a market for the books and multitudes have been benefited thereby. Early publishers would never have invested fortunes and devoted their time and energy to producing and reproducing certain of the world's classics and treasures without the co-operation and exceeding hard work of the book agent.

I went into the book business in 1882 with what was then a large Eastern concern as general agent or manager of the actual selling agents. I was expected to instruct and train both men and women in the art of selling books, their sphere of operation being confined chiefly to the cities and towns. Persistence I soon found to be an indispensable factor in the makeup of the successful book canvasser, the timid and weak canvassers being soon killed off. Generally speaking, I found that agents were honest, except at times when circumstances became too much for them or when their luck was against them. some one suffered—usually the general agent. Among themselves there often grew up a sort of fellowship in misery, and I have repeatedly seen great kindness and generosity extended to the needy ones by their fellow agents. With their last nickel gone and abject poverty staring them in the face, they have been given the "glad hand," together with

something a little more substantial.

Selling books for a livelihood is never easy, even to the most gifted, for it requires great tact and effort. I have found that when a man or woman was feeling keenly the pinch of poverty and scarcely knowing where the next meal was coming from it was practically impossible to sell books. Their anxious looks and woebegone appearance would act as an effectual damper upon the inclinations of the buyer. I have occasionally given five silver dollars to some such man, saying at the same time: "Here, boys, jingle these in your pocket when you go in to take an order, for it will be impossible for you to do business if you

# THE BOOK BUYER

The Book Buyer-that is, the one who counts-who gets a salary that runs into five figures, or away up in the fours, or who already has a substantial interest in the business, sees everybody who wants to see him because he owes his job to the existence of these "drummers," but he does not allow a single one of them to waste his time in idle pleasantry or flippant jokes when another is waiting for him. He shows the publisher's representative that he is delighted to see him, and greets him cordially, not because he knows it pays him to do so, but because he has cultivated a genial, sunny, and cordial nature. While the salesman is waxing enthusiastic and eloquent about the new "best seller," the Buyer is busy sifting the wheat from his chaff and is mentally fixing the size of the order, and the size of the order is apt to be governed by the size of the salesman—his character, and the experience the Buyer has had with his house on some other deals.-L. M. Cross in the Vir Pub. Co.'s "Successful Selling."

wear an over-anxious look." Some would endeavor to work on the sympathies of their prospects by telling a "hard luck" story, but as I was not seeking that class of business, I soon ceased to employ them.

Thousands of men and women sold books while struggling to fit themselves for the law, medicine or some other life work. Then there was also the struggling class that desired to supplement a meagre income. I have employed doctors, lawyers, ministers, priests, and even counts and barons. Some of the following incidents may be in the nature of a revelation to the reader, having, as they do, more the air of romance than the appearance of reality.

Madame X—, the world's greatest book agent, was a French lady of gentle birth, about forty-five years of age, well preserved and with a refined and charming manner as well as a vivaciousness and versatility which were simply irresistible. Her business transactions were of a high-class nature, and the samples she carried were the very best obtainable. Calling upon the "Four Hundred," she would display to them the works of the great masters in both art and literature. Her method of doing business was so fascinating and effective that her daily sales would amount to from \$500 to \$2000, and her commissions would never be less than from \$500 to \$1000 each week.

I was so pleased with her work that I drew up a contract for one year which seemed at the time to please her. She explained that she would take it home and look it over before signing it. According to the terms of the contract she would be allowed \$500 weekly for expenses; settlements were to be made every sixty days; in addition to this, she was to be allowed three months' vacation in Paris, which she visited every year. Under this contract she would have made from \$40,000 to \$50,000 annually. That evening she received a telegram from one of the biggest and wealthiest publishers in New York, making an offer so liberal that I could hardly have met it; so I parted with her, thus losing the greatest agent I had ever known.

W. J. B. was a young man who was about twenty-seven years of age when he became associated with me. He was of medium height, rather slightly built, intensely bright and full of personal magnetism. He seemed instinctively to know his prospective buyers, and they had confidence in him from the very first interview. He was very careful in explaining all details and the business he closed was of the highest grade. Selling the standard works of the greatest authors, he commenced work with a weekly commission of approximately thirty dollars. The volume of business done by him increased so rapidly that at the end of five years I had paid him over \$65,000, without his investing a single cent. Looking back over those years, I must say that his business was the most satisfacory I had ever had with any agent, and I parted with him with much regret.

One of my first agents was a gentleman by the name of D-, about sixty-five years of age, medium height and inclined to be a little stout. He had one of the most beautiful faces that I have ever seen, and his hair and moustache were snow white. If he had been dressed in rags he would still have had the appearance of a gentleman. As soon as I saw him I knew from his manner that he had a "history." He asked me to put him to work, and he started in to sell a 4 volume work on engineering. He was successful from the very first and very soon bought new clothes and looked like Richard himself again. At that time I had a luxurious \$250 work of art to sell. As he confided to me about this time that he had been a manager of one of the largest banks in the middle west, drawing a salary of \$20,000 a year, I set him to work on this book. He was most successful in taking orders for this book, as he could meet men in the walks of life to which he had been accustomed. One morning, however, he informed me that he had been called West to see a sister who was in a dying condition. I never

saw him again.

R. H. C. was also a man of about sixty-five years of age, always gentlemanly in his manner, with a smile that made you feel easy in his This man's modus operandi in selling goods to people was to take them by surprise. He had a boy to carry his samples for him in two black bags to give him the appearance of a barrister. Invariably when he would enter a gentleman's place of business, be it store or office, the first thing he would pull out of his pocket would be a fat pocket book, at the same time bringing his glasses forward almost to the tip of his nose. Usually the clerk would go forward to meet him, and to the query, "Is your business impor-tant?" he would reply "Very important," with special emphasis on the "very." On being ushered into the private office he would present his card, which was inscribed on one side, "R. H. C—, Boston, Mass.," and on the other side, "\$5,000,000." This was done to arouse the prospect's curiosity and to get him off his guard; then next would come a book containing about twenty-five or thirty names of the most prominent people who had subscribed for books in that town during the past four or five years; this he had previously obtained from some publishing house. prospect would usually say: "What is all this about, anyway?" and he would invariably say: "These are our patrons, sir." Then out would come his samples, which were composed of the most beautiful works from the great masters. This man would usually make in commissions \$150 a week, but he never saved anything; consequently, when taken with a severe illness, he died in poverty.

Mr. S— was born in New York State. In 1884, when I first became acquainted with him, he was about thirty years of age, bright and with a pleasing manner. As a book agent he was a failure, which was a great surprise to me, as he seemed to have all the appearances of a successful agent. Doing hardly any busi-

ness, he seemed to grow despondent; so much so that his wife, not hearing from him, began to write letters to me asking if he were sick. The other agents around the office finally took up a collection and sent him home. Some time afterwards we found out the reason of his non-success. While with us he had been studying out a great invention which he afterwards patented and had actually formed a big stock company. This company is still in existence, he being its president, and employing a great number of men. Goods are being turned out by the car load and shipped to all parts of the world.

The following character might have presented points of interest to the late Professor William James. An ordained minister, he would discourse eloquently on humanitarianism to large congregations every Sunday morning and evening. The other six days of the week he was engaged in selling, with considerable success, the complete works of Robert Inger-

soll!

I remember a short, snappy man coming into my office at 10 o'clock one day and asking for samples. In a few hours he came back with six orders, and asked for an advance on them. In looking over the signatures I saw that they all appeared to be written in the same handwriting and that one of the names was of an individual who had died about six months before. I told him to call back in two hours; in the meantime I investigated and found out that he had copied this list from a cemetery and had added fictitious addresses. I need hardly state that when he called at the appointed hour I was ready to receive him, not with open arms. This, however, was a very exceptional case.

One of my most interesting experiences was with a gentleman who had occupied a very high station in life and whom I will hereafter refer to as the "Count." Standing about six feet six inches in height, broadly built, with fine chest and stately appearance, he carried an air of refinement which plainly indicated that he was a cultured gentleman. He had incurred expenses amounting to \$120 at the best hotel in the city, and at that moment had received an order from New York to return his samples. He had no way of paying and as they were pressing him for the bill, he was in great trouble I went over with him to the hotel and informed the owner that evidently the man had no way of paying his expenses, but if he would allow him to take his trunk and valises, while I would not guarantee the payment of the bill, I would do my best to see that it was paid. He, in the meantime, could take a cheap room and get to work. The hotel keeper, seeing the logic of the suggestion, allowed him to take his belongings and was eventually rewarded by being paid in full.

When I look back upon this gentleman he seems to have been an over-grown schoolboy. At twenty-four years of age, his father having died, he was left a large estate including more than \$500,000 in cash. In the first year he rushed over to London and spent over one-half of it in horse-racing. He soon ran thru

his inheritance and when all was gone he went to New York, taking with him his valet. All he had left was his silver fox coat, which he sold for \$500. His valet had to leave him, as there seemed to be nothing ahead but starvation for the two of them and, as he afterwards told me, with the last money he had he purchased a revolver and went walking around to find a quiet place to blow out his brains. He happened, however, on our sign, "Agents Wanted," and promptly resolved to try one more chance.

He was given a sample of a book which was sold in four volumes, the price of which was \$30, and told that his commission would be \$7.50. All day long he tramped from door to door and office to office, always knocking at the door before entering, as his breeding had made him most particular as to how he approached gentlemen. The first thing he would say upon entering was, "Do you want any books, sir?" and in almost every instance the reply was, "No books, sir; no books." This man, the very essence of independence, could not get to the door fast enough, and if he had still carried on that policy he would never have transacted any business. At length, after a weary day's work, he entered an elderly gentleman's office at about 4 p. m., using the same tactics. This kind-hearted old gentleman as usual had said: "No books, sir; no books." Then, seeing thru this man of culture and knowing that the pinch of poverty was there, he immediately called him back before he got to the door, addressing him thus: "My friend, it seems to me that you are a novice in this business, as book agents usually approach people in a slyer way. You are too independent for the business you are engaged in. However, let me see what you have." The gentleman took the set and gave the Count cards in his own handwriting for three friends of his in the same building. I need hardly say that he secured the three orders. He went back to the general agent having made \$30, and that one kind act of the old gentleman in all probability was the means of saving the Count from an early grave. For the next two weeks, on account of his methods of trying to secure orders, he could do no business but he gradually acquired experience as he went along and eventually was able to earn a livelihood as a book canvasser.

To-day the book-agent method of selling books is passing away. The magazines and the morning and evening papers are doing the work instead. When a publisher wishes to market a book, or set of books, especially where considerable sums of money are involved, arrangements are made with the advertising managers of the magazines and daily newspapers. Electros are sent on and in the morning, over your breakfast cup, you can read all about the wonderful books your paper has prepared for you at the marvelously low price of a dollar down and a dollar or more per month, as the case may be. But with the gradual decrease of this formerly so flourishing method of book distribution, the world

should not forget to appreciate the debt it owes to the book agents of bygone days.

#### STORIES OF RARE BOOK COLLECT-ING—II

A FEW OF RICHARD C. LICHTENSTEIN'S "FINDS" AT BURNHAM'S ANTIQUE BOOK STORE, BOSTON

PERHAPS the most interesting of all my "finds" since, when quite a boy, in the late sixties, I entered the second-hand book-trade with the then world-known antiquarian book-seller and publisher, Thomas O. H. P. Burnham, of Boston, was the copy of Poe's "Tamerlane," which created such a thrill among collectors when it was offered for public sale in 1892. This small pamphlet volume of 40 pages, published by Calvin F. S. Thomas in Boston in 1827, had escaped the searches of the keenest of book collectors. In the early seventies there had been-so far as my recollection goes-no general demand for first editions of the works of Poe, but later we hal two customers—one Mr. Thomas J. McKee, of New York, and the other Mr. George E. Woodberry, the author of a life of Poe, who kept asking Mr. Burnham for a copy of "Tamerlane." Mr. Burnham always contended we had a copy of the book in stock, but I am inclined to doubt his ever seeing it, as he always described it to me as an 8°-volume bound in boards, and for such a looking volume I was called upon to pull over our 8°poetry, which was at that time kept stacked away in the basement and in the back rows of the store proper.

In the early eighties I was accustomed to spend part of my noon hour in the other second-hand stores, and one day, while browsing in a Cornhill bookstore, I found this small pamphlet entitled "Tamerlane," which I purchased with several other volumes of lesser importance at an average price of 25 cents per volume. The fact that it was a 16°-pamphlet, and also that Poe's name did not appear on the title, but said "Tamerlane by a Bostonian" rather tempered the elation of my find, and not until I had the opportunity to look it up thoroly did I feel certain I had found Poe's first effort at writing.

Later I had several opportunities to dispose of it and was tempted to let Mr. Foote, the New York collector, have it, as his postcard offers were quite importunate and often appeared attractive. In 1892 I placed the volume with Mr. C. F. Libbie to be sold at auction. At this sale it was knocked down to Dodd, Mead & Co. for \$1850. By them it was resold to a Mr. Maxwell, who had a Paris binder place a \$300 binding on it, and at the sale of his books it was again repurchased by Dodd, Mead & Co. for \$1050 less than it cost Mr. Maxwell. The volume then fell into the hands of Mr. McKee, and at his sale it brought \$2050. Mr. McKee was a bidder at the first sale, but he stopped bidding when the volume reached the vicinity of \$1000.

From what I found out afterwards, this



EXTERIOR OF THE GARDENSIDE BOOKSHOP IN BOSTON WITH ITS QUAINT SIGN OF A GATEWAY WITH A READER INTENT ON A BOOK. THE NAME OF THE SHOP OWES ITS ORIGIN TO THE SHOP'S LOCATION FACING THE PUBLIC GARDEN

copy and several others belonged to the old Ives Book Store, of Salem, Mass. A well-known Boston book collector told me he had seen several copies there, but since the book was out of his line he did not know its value. When the value of the volume became known search was made, and it was found that the balance of the Ives stock had gone to the paper mill several years before. Only recently I was told that a New York bookseller was holding a copy of this book for \$15,000—quite an appreciation in thirty-five years.

One day—to pass on to another chance "find"—I was offered a small volume which lacked the title and two leaves. As it was before I had the privilege of making offers for books, I showed it to Mr. Burnham; but the fact that it was imperfect and that he himself did not notice anything special about it, prejudiced him against buying. Finally, however, I prevailed upon him to offer the owner \$2, which was readily accepted. While I had no real knowledge on which to base an opinion, still I had a strong feeling that the book was a copy of the Bay Psalm Book, the first book printed in New England, Cambridge, 1640. Later I compared the collation with that of the public library copy and found I was cor-

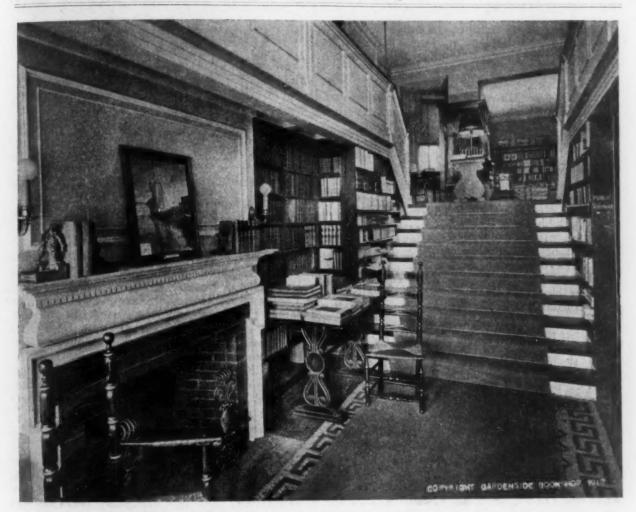
rect. After Mr. Burnham's death we sold it to Bishop Hurst for \$1000. He had the title and missing leaves facsimiled, and after his death we were offered the volume again for \$2500, and altho I did not purchase it I believe a higher price still was realized for it.

Perhaps one of the greatest disappointments I met with in buying old books was on an occasion several years ago when I made an appointment to look at a lot belonging to one of Boston's oldest families resid-ing on Beacon Hill. Upon my arrival there I found an elderly lady seated on a footstool be-tween two piles of books, busily engaged in tearing out the flyleaves wherever they contained any inscriptions, not even sparing title pages (and of these there were quite a number) where they bore a scrap of writing. There were a number of fine pieces of Americana among them, and in vain I remonstrated with her, showing her how the value was being depreciated by their being made imperfect; but the old lady went religiously thru every volume, not leaving a single inscription. Before putting the flyleaves and titles into an open grate near her, I asked permission to look over the inscriptions. Among the few I scriptions. was permitted to look at I found

two with John Hancock's inscription, another given to George Washington and in turn given with his compliments to one of the lady's ancestors, besides the names of several other Revolutionary persons of lesser importance. The only thing the old lady missed was in a set of Hume's "England"; the owner by mistake had evidently pasted his book plate first in the back part of the volume and on discovering his error placed one in front; she destroyed the one in front, but missed the one in the back part of the volume.

The first copy of Lowell's "Pioneer," three numbers in immaculate parts, came to me rather oddly. I had purchased a lot of books from a man and was just going when he said: "Here is a small bundle of pamphlets I will give you; I was going to give them to the junkman, but you had better take them, so I can clean up the lot." On reaching the store I was most agreeably surprised; had I seen this lot first my offer would have been five times greater than it was.

In my younger days, when Mr. Burnham's shop was on School Street, there came one day, tucked in among a lot of books, a small pamphlet which was marked by Mr. Burnham to sell for 75 cents; as it had rather an at-



ONE VIEW OF THE COZY INTERIOR OF MISS BECKFORD'S GARDENSIDE BOOKSHOP

The shop was opened on November 4 and did a capacity business during the holidays. Boston book-lovers have been lured to the shop by the unique sign overhead, by the rare bindings and interesting volumes in the windows, and, once inside, it is hard to leave on account of the atmosphere of quiet and peace and the crackling fire which makes browsing doubly enjoyable. The bulk of the stock is in the bancony at either side of the room here shown and in the room in the background. There is a special children's corner.

tractive title, I placed it in the window and it was purchased by one of our Napoleonana collectors. The title of the volume was "The Second Funeral of Napoleon," by Mr. M. A. Titmarsh. A volume in original wrappers like this would bring now nearly \$300. For a good many years afterward I was jokingly reminded by the purchaser of his good fortune in securing this volume at a real bargain price.

That the collector is not always awake, however, is shown by a little incident which happened in our store recently. We missed a small volume valued at \$10. Diligent search small volume valued at \$10. Diligent search was made for it, and as it did not turn up we concluded the volume had been stolen. Some four weeks afterward I found the volume in one of the 10-cent stands we were in the habit of placing outside on the sidewalk; here it had lain quietly and no collector had nosed

In the early seventies I was guilty of a rather unfortunate contretemps. We were then on School Street, next door to the Parker House, where Mr. James G. Blaine happened to be stopping on one occasion. He saw in our shop window a copy of Count Grammont's "Memoirs" and asked to have the volume laid aside; writing his name on the title, he said he would call and pay for it on his return to the hotel. The volume was put away, but the incident evidently slipped from his mind, for he never called for it. When the volume was put on sale again I erased the name, something a young clerk would not be guilty of to-day.

Just one more incident which shows how the unexpected often happens. We sold a small volume from one of our outside stands, and the purchaser asked me if I could give him any information as to how it came into my possession, which I was unable to do. He then showed me his name written on the flyleaf, and said that some six years before he was traveling in India and one of his trunks containing this volume had been stolen. The discovery of the book on our stand was the first trace he had ever found of the missing trunk.

#### THE BEST SELLERS OF 1916 THE PUBLISHERS' WEEKLY CONSENSUS

The following list shows the best sellers in Fiction of 1916, in order of popularity as evidenced by sales.

This consensus for the year is based on the Publishers' Weekly monthly consensuses for twelve months complete, being a revision of the statistics for eleven months given in the

Annual Summary number. It must be remem-
bered that in a January to January consensus
the spring books have an advantage over the
fall books.
I. Seventeen. Tarkington. (Harper)1097
2. When a Man's a Man. Wright.
(Rook Supply Co.)
(Book Supply Co.)
Mifflin) 862
4 Mr Britling Sees It Through Wells
(Macmillan)
Mifflin)
bleday Page)
6. The Real Adventure. Webster.
(Bobbs-Merrill)
(Bobbs-Merrill)
8. Nan of Music Mountain. Spearman.
(Scribner) 325
(Scribner)
10. The Heart of Rachael. Norris. (Dou-
bleday, Page)
bleday, Page)
per) 245
12. Held to Answer. MacFarlane. (Lit-
tle, Brown)
13. The Rising Tide. Deland. (Harper) 212
tle, Brown)
15. The Border Legion, Grev. (Harper) 186
16. The Wonderful Year. Locke. (Lane) 185
17. Mary Gusta. Lincoln. (Appleton) 177
18. Mrs. Balfame. Atherton. (Stokes). 160
19. Tish. Rinehart. (Houghton Mifflin) 154
20. Michael O'Halloran. Stratton-Porter. (Doubleday, Page)
(Doubleday, Page) 148
21. Felix O'Day. Smith. (Scribner) 147
22. Clipped Wings. Hughes. (Harper) 144
23. Under the Country Sky. Richmond.
(Doubleday, Page)
24. The Side of the Angels, King. (Har-
per)
(Houghton Mifflin)
(Houghton Mifflin)
27. The Girl Philippa. (Appleton) 108
28. Georgina of the Rainbows. Johnston.
(Britton Pub.)
(Britton Pub.)
bleday, Page)
30. Behold the Woman! Harré. (Lip-
pincott) 02
31. The Lightning Conductor Discovers America. Williamson. (Double-
America. Williamson. (Double-
day, Page)
32. The Fall of a Nation. Dixon. (Apple-
ton) 75
33. Prudence of the Parsonage. Hueston.
(Bobbs-Merrill) 75
34. Mr. Marx's Secret. Oppenheim. (Lit-
tle, Brown)
35. The Dark Forest. Walpole. (Doran) 67
36. The Story of Julia Page. Norris. (Doubleday, Page)
37. Rainbow's End. Beach. (Harper) 60
37. Rainbow's End. Beach. (Harper) 60
38. Big Timber. Sinclair. (Little, Brown)
39. The Romance of a Christmas Card.
Wiggin. (Houghton Mifflin.) 50
40. Beltane the Smith. Farnol. (Little,
Brown) 50
41. Pollyanna Grows Up. Porter. (Page) 5
(

42. The Fifth Wheel. Prouty. (Stokes) 43. "K." Rinehart. (Houghton Mifflin).	57
44. The Thirteenth Commandment.	55
Hughes. (Harper)	54
45. Then I'll Come Back to You. Evans. (Fly)	52
46. The Belfry. Sinclair. (Macmillan).	51
47. The Daredevil. Daviess. (Reilly &	0
Britton)	48 48
49. Prudence Says So. Hueston. (Bobbs-	
Merrill)	48
(Bobbs-Merrill)	43

#### **BOOK-TRADE ASSOCIATIONS**

THE speakers for the Ladies' Night at the Booksellers' League in New York on next Tuesday, the thirteenth, are to be Miss Suzanne E. Throop, who has tried out interesting experiments in bookselling in both New York and Brooklyn and will speak on "The Bookman as Prophet"; and Mrs. Julia R. Tutweiler, whose subject will be "The Literary Agent." As announced last week, the dinner will be held at the Aldine Club and there will be dancing after dinner.

#### **OBITUARY NOTES**

Hubbard W. Bryant, for many years a well-known dealer in rare books, autographs, etc., in Portland, Maine, died in that city on February I, aged 78. For many years he was librarian and recording secretary of the Maine Historical Society.

HERBERT BATSFORD, the managing director of the well-known London firm of architectural publishers of that name, died on January 14 at the age of 56, after an illness of nine months. Altho originally trained for the law, Mr. Batsford entered the family business in 1882 upon the death of his elder brother, and, especially during the past ten years, was a prominent factor in its development. The business will be carried on by his nephew—Harry Batsford—and W. Hanneford Smith, the two remaining directors in the firm.

#### PERSONAL NOTES

THE LATE REGINALD JOHN SMITH, head of the publishing firm of Smith, Elder & Co, editor of the Cornhill Magazine, who died on December 26, left an estate, "so far as at present can be ascertained," amounting to £75,000.

At the annual meeting of the stock-holders of the Knickerbocker Press on January 24th Sidney H. Putnam was elected president, Irving Putnam, secretary, and Robert F. Putnam, treasurer. The Directors authorized the payment of the usual semi-annual dividend, this being the fifty-first consecutive dividend.

L. P. Bond has severed his connections with the Davis & Bond Co. of Boston and is now associated with the A. L. Burt Co. He was formerly with Jordan, Marsh Co., Fred-

erick Loeser & Co., and for the past five years was a partner in the Wisconsin Book & Stationery Co. of Milwaukee.

PERIODICAL NOTES

GEORGE ALLEN & UNWIN, LTD., are starting The Polish Review, a quarterly devoted to Polish affairs and edited by J. H. Harley.

V. H. RENDALL has resigned as editor of the London Athenaeum and joined the staff of

the Saturday Review.

THE AMERICAN BOOKPLATE SOCIETY will publish a quarterly periodical devoted to bookplates to be known as The Bookplate Booklet.

The Craftsman has been merged into the Art World and the combined periodical will be published under the latter title, beginning this month, by the Kalon Publishing Co., 2 W. 45th Street.

Four Lights is a new fortnightly publication of the women's peace movement. It will have three new editors for each number, the first three being Anne Herendeen, Edna Kenton, and Zoë Beckley.

At LAST! a magazine of society, by society and for society. The Chronicle, a magazine with its contributors confined to society and its subscription list to people in the highest social circles, with a woman social leader as its managing editor, will make its first appearance in New York this month. It will carry no advertisements and no illustrations. Mrs. Vincent Astor, the Governor's wife, Lady Colebrooke, and George Gould, jr., are among the prospective contributors.

THE BRITISH GOVERNMENT has notified English users of news print that their 1917 paper allowance will be confined to five-sixths of their 1916 consumption; as the 1916 quantity was limited to sixty-six per cent. of the 1914 consumption this means that the 1917 quantity will be only about fifty per cent. of that of three years before. This regulation is, of course, aimed at the freeing of more and more British bottoms for the transportation of food and munitions. News print is said to be selling at as much as \$130 a ton in

National Service, a periodical devoted to the cause of universal military training, makes its bow this month. It is published by the Military Training Corporation and printed by Doubleday, Page & Co. The editorial and managing board is made up of Grenville Clark, J. Lloyd Derby, Nelson Doubleday, Anson Conger Goodyear, De Lancey K. Jay, Theodore Roosevelt, Jr., Willard Straight and E. French Strother. The first issue is a sixty four page market with articles by sixty-four page number, with articles by Charles W. Eliot, Newton D. Baker, Major-General Leonard Wood, and others. The subscription price is three dollars a year, twenty-

LITERARY AND TRADE NOTES

five cents a single copy.

HARPER & Bros. announce a new edition of John Barrett's "Admiral George Dewey."

THE CENTURY Co. announces a forty-fifth

edition of "The Lady of the Decoration" by Frances Little.

J. C. SNAITH'S "The Sailor" is in its ninth edition, having been on the press continuously since publication.

THE F. A. DAVIS Co. has increased the price of Ellis's "Psychology of Sex" series from \$14.50 to \$16 per set.

THE BAKER & TAYLOR Co. will issue on or about February 25 a new Clearance Catalog listing some 750 titles from their overstock.

Doubleday, Page & Co. announce the publication in the near future of a limp leather edition of Selma Lagerlöf's novels, to be known as the Northland Edition.

THE GEORGE H. DORAN Co. increased the price of some hundred titles on their list on February I, including seventeen by Arnold Bennett, fourteen by G. A. Birmingham, five by Cobb, and a number of religious books.

JOHN SPENCER CLARK'S two volume "Life of John Fiske," originally announced by the Houghton Mifflin Co. for the fall of 1916, has been postponed until the fall of 1917.

A NEW EDITION of "The Harbor" in a new binding uniform with that of Mr. Poole's forthcoming book, "His Family," is being published by the Macmillan Co.

THE DANTE LEAGUE OF AMERICA is now being organized to prepare for the celebration of the 600th anniversary of Dante's death in 1921. Headquarters have been established at 23 East 41st Street, New York City.

THIRTY-FIVE DELEGATES to a meeting of the New York Associated Dailies in Albany on January 23 voted an endorsement of the simplified spelling movement and the adoption of the shorthand forms: catalog, thru, thoro, program, and pedagog.

A WRITER in the Melbourne Age ridicules the consternation in the United States over "a mere rise of 50 per cent. on paper." "Here," he writes, "the printers bear the galling yoke of a 300 per cent. increase on their chief lines."

FRANK L. Moore, vice-president of the Paper and Pulp Association, said on Tuesday at the annual convention of the National Paper Trade Association and the American Pulp and Paper Association, that he saw no immediate prospect of cheaper paper.

WE ARE REMINDED by Marshall Jones Company that their comprehensive "Mythology of All Races" deserved mention in our summary of the books of 1916 in the Annual Summary Number. This is certainly a series which not only might have been included, but which undoubtedly should have been included.

TEMPLE BAILEY is to follow "Contrary Mary" with "Mistress Anne" on March 20. Philip Boileau, who did the jacket illustration for her former book, had a stunning jacket half completed for the new book when he died suddenly a few weeks ago. The publishers announce, however, that despite this set-back "Anne" will look quite as alluring on the dealer's counter as did "Mary." THOSE FAMILIAR with the deliciously fantastic verse of Walter de la Mare will welcome the announcement that Henry Holt & Co., publishers of his "The Listeners," have contracted for the American market for "Peacock Pie," another volume of his verse, which will appear here with illustrations by Heath Robinson.

AMERICAN BOOKS ON MEDICINE AND ELECTRICITY are wanted on a six-months "on sale" basis by Adrian Romo, 5 Alcala, Madrid, Spain. As new French books on these subjects are scarce since the outbreak of the war, Mr. Romo believes there is a real field in Spain for such technical and scientific American books.

OF INTEREST, in view of the popularity of Jack London's books in Russia, is a cable-gram received by the Authors' League of America from the Russian Society of Authors and Journalists expressing the deep-felt sorrow of its members at the death of Jack London, who has, to quote the cable, "acquired the position of a favorite writer in Russia."

ABUSES OF ENEMY COPYRIGHTS under the British Trading with the Enemy Act do not seem to be much in evidence. Altho the hearing on the request of King & Son for a license to publish "Mittel Europa," and of Pearson to publish the account of the voyage of the Deutschland occurred in October, no official intimation has yet been made of the issue of a license.

THE UNIVERSITY OF CHICAGO PRESS has just instituted a new service to librarians, consisting of index cards of the regulation library size and style which are prepared for each book brought out by the publisher and sent out in groups chronologically arranged at regular intervals of about four weeks. Dodd, Mead & Co. have employed this system for over a year.

France's second annual trade sample fair, planned as a rival to the Leipzig fair, will be held at Lyon in the first two weeks of March. Holland will hold her First Annual Trade Market, also a rival of the German fair, during the two weeks beginning February 26. The French exhibition will be international in scope while only products of Holland and her over-sea possessions will be shown at the latter.

On February 7th the Macmillan Co. published a new war novel, "A Soldier of Life," by Hugh de Sélincourt, a highly imaginative study of the after-effects of war, dealing for the most part with a man who returns from the front a cripple and a victim of shattered nerves. There is a good deal that is grim and tragic in the volume but the hero's happy solution of his own personal problem gives a cheerful touch to the closing pages.

A \$50 PRIZE for the best list of books suitable for general reading is offered by the Delineator. The competition has grown out of the many letters received from subscribers asking for advice in their reading. Instead

of compiling a list of the literary aristocracy recommended by an "authority," the Delineator wants' something more human, the books which individual readers have actually read and from which they have derived tangible profit.

THE REILLY & BRITTON Co. has added "The Girl Graduate's Memory Book" to their already long line of memory books. In addition to the usual departments this new book contains such chapters as: "My Flowers," "Compliments and Congratulations," "Luncheons and Dinners," "Concerts and Musicales," "Chafing Dish Parties," "Week End Parties," and "People I Have Met." It is published in fancy cloth and in velvet ooze bindings.

SIMULTANEOUSLY with reports (from England and France) that the German publishers of books and music have "had their day" on the Continent, comes word from Germany, thru the Börsenblatt, of plans for the further heightening of the efficiency of the German trade as soon as the war is over by the establishment of a High School for booksellers at Leipzig. The High School will offer a one year course which will be open only to those who have served the regular apprenticeship of at least two years and who have passed the courses of the lower Booksellers' School. The High School course will cover the details of manufacture and distribution in the book-trade.

IN THE LAST annual report of the Grand Rapids Public Library is this comment from its order department: "Certain books were ordered for each of four new branch libraries with a list price of nearly \$400. The order for two of these branches was sent to one firm, and the other two to another firm, the orders being identical. The order department kept a record of the comparative cost, number of errors made, etc., by these different firms. The difference was very slight, tho it cost the order department a little more in the way of annoyance from errors, etc., on the part of the regular bookstore than on the part of the department store which handled one of the orders. The average cost per volume, however, of those purchased from the department store was nearly two cents higher than those from the regular book store.

THE COLORS having the greatest attentiongetting powers are red and green, says the
South Bend Watch Company in advising retailers about ways and means for making their
windows attractive; red being the most popular of the two. Red and green when used
together appear at their brightest brilliancy—
one is the complement of the other. They
should never be used in great quantities together. If your window is trimmed in green
a touch of red in one or two spots will add
to its attractiveness, but if the red is used in
large quantities the window loses its refined
effect. The following color contrasts are good:
Normal red with blue—Yellow with violet—

Scarlet with turquoise-Scarlet with blue-Orange red with turquoise-Orange red with violet-Yellow with purple-Greenish yellow with purple—Greenish yellow with blue— Blue green with violet. Good and strong: Normal red with blue green—Normal red with green—Orange with blue—Yellowish green with normal green. Poor: Normal red with violet-Scarlet with violet-Orange with purple-Yellow with green-Green with turquoise -Blue green with blue-Blue green with green-Red with yellow.

THE IMPORTATION into the Russian empire of books in bindings or boards was prohibited by a decree of the Minister of Finance, dated the 13th/26th February, 1916. In virtue of the Customs Circular of the 10th/23d March, 1916, books in bindings or boards are allowed to be imported for government institutions and for the representatives of the allied or neutral countries, including consuls. By the Circular of the 17th/30th March, 1916, books in bindings or boards are allowed to be imported from allied countries, subject to the usual censorship regulations, and (in the case of bound books not imported direct from allied countries) to the production of certificates of origin. By the Circular of the 5th/18th May, 1916, Finnish books from Finland are exempted from the prohibition. The latest ruling in this regard, embodied in a Russian Customs Circular (No. 33,497) of the 15th/28th October, published in the official Messenger of Finance of Petrograd for the 23d October/5th November, authorizes the customs authorities to allow in future bound books, imported from abroad and not subject to release under the circulars of the 10th/23d and 17th/30th March, 1916, and the 5th/18th May, 1916, to be released from custom houses after the bindings have been destroyed, subject to the consent of the owners of the books.

It isn't often that a bookseller has a chance to discover to a random customer that the latter is actually one of the characters in a novel—but such an opportunity came to a certain New York dealer recently: Drevis Jonker, Dutch sailor, aged twenty, was amazed to see in the window of a metropolitan bookstore, while enjoying a day of shore leave, a picture of his best friend—a man who had been almost a father to him and who was at that time far away in the Mediterranean, working on an English transport. Apparently his friend had written a book and like a practical seaman Jonker marched inside and purchased the book. He told the bookseller he had known the author, who was a chief engineer and had done many things for him after his father died at sea. Then came another surprise: "I believe you are one of the characters in the book," said the bookseller. It was true. Drevis Jonker was no other than "Drevis Noordhof," the pic-turesque "midship mite," in McFee's "Casuals of the Sea." Pleased beyond measure, in his soft Dutch accent liberally flavored with cockney, the sailor told the bookseller how McFee

had befriended him, had urged him to study navigation so that he might become an officer and to improve his time while in port by visiting libraries and museums. The next day found a member of the Doubleday, Page staff on board the Dutch lad's ship where he was shown all the boy's treasures: certificates of good conduct, a picture of his mother and of his sister—also mentioned in "Casuals" and most important of all a packet of letters from McFee. The drunken fireman in the story who dies after a debauch was Drevis Jonker's father, who died in the same way. The young sailor's cherished ambition, he confided, is to find a steady job on shore and get up in the world.

### **BUSINESS NOTES**

McKinney, Tex.—It is reported that H. S. Abbott & Sons, booksellers, newsdealers and stationers, have sold out to J. H. Sneed.

NEW YORK CITY.—The Encyclopedia Press, 23 East 41st street, specialize in the retailing of all books of interest to Catholics.

New York City.—The Magazine of Wall Street, 42 Broadway, is starting a book department for the publication and sale of works relating to finance, railroads and allied subjects, under the management of R. L. Benedict, formerly with the American Book Co.

#### **AUCTION SALES**

FEB. 12 AT 2:30 AND 8 P. M.; FEB. 13 AT 2:30 P. M. (Three sessions.) Catalogue: Unusual collection of books, including the well-known Nash collection of Walton & Cotton's Angler from the first to the last edition, including many special copies [etc.]. (No. 1185; 911 lots.)-Henkels.

FEB. 14, 15 AT 10 A. M. AND 2 P. M. (Four ssions.) Catalogue of the private library of sessions.) the late W. I. Jenkins, Clinton, Mass., and miscellaneous and colored plate books from the library of the late Fitz-Gilbert Waters, Salem, Mass. (1461 lots.)—Libbie.

### PICK-UPS.

### WHAT WAS PA READING

"Can't I send pa some books for summer reading?"

"Naw; pa don't want no books. He's got a thermometer to read."-Geyer's Stationer.

## GUARANTEED TRUE

A lady demanded a book on Pragmatism of a clerk in one of New York's largest Fifth Avenue shops last week and was referred to the Medical Department.

WILLIN' TO BUY THE BEAST, BUT-

"I'p like to sell you a new encyclopædia," said the Kansas book agent.

"Well, young feller," said the man from Arkansas, "I'd like to have one, but I'm afeerd I'm too old to ride the thing."-Toledo Blade.

# Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. Where not specified the binding is cloth. Imprint date is stated [or best available date, preferably copyright date, in brackets] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n.d.]

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 10 cm.); Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Academy of Political Science. Labor disputes and public service corporations; ed. by H: Raymond Mussey. N. Y., The academy, B'way and 116 St. c. 4+188 p. O (Proceedings) pap. \$1.50

Aldis, Harry G. The printed book. N. Y., Putnam. '16 154 p. (5 p. bibl.) il. pls. facsm. S (Cambridge manuals of science

and literature) 45 c. n.; leath. \$I n.

Brief outline of the origin and spread of printing in the Western world, touching on English books of 1500-1800, the modern book, book construction, illustrations, and binding.

Alexander, W: The successful agent; practical hints for the seller of life insurance; the principles of insurance explained so simply that any layman can readily understand. 2d ed., rev. and enl. N. Y., Spectator Co. [135 William St.] c. 8+215 p. 12° \$2

Atherton, Gertrude Franklin Horn [Frank Lin, pseud.]. Perch of the Devil. N. Y., A. L. Burt Co. '16. 373 p. 12° (Copyright fiction) 60 c. n.

Atwood, Alb. W: How to get ahead; saving money and making it work. Indianapolis, Bobbs-Merrill. [c. '17] 277 p. D \$1.25 n. Statement, not so much of why, as how, young men and women of moderate earning capacity can save and invest money. Author lectures on finance at New York University.

Baby (The); a record book. N. Y., Crowell. [n. d.] 96 p. sq. D bds. 60 c. n.; leath.

Bain, Rob. Nisbet. Cossack fairy tales. N.Y., Stokes. '16 288 p. il. 8° \$2.75 n.

Barnum, Vance. Joe Strong and his wings of steel. N. Y., Hearst's Internat. Lib. Co. '16 c. 218 p. 12° 60 c.

Joe Strong, boy-fish. N. Y., Hearst's Internat. Lib. Co. '16 c. 218 p. 12° 60 c. Joe Strong, boy wizard. N. Y., Hearst's Internat. Lib. Co. '16 c. 218 p. 12° 60 c. Joe Strong on the high wire. N. Y., Hearst's Internat. Lib. Co. '16 c. 218 p. 12° 60 C.

Joe Strong on the trapeze. N. Y., Hearst's Internat. Lib. Co. '16 c. 218 p. 12° 60 c.

Battey, G: Magruder, jr. Humpty-Dumpty William & Co.; a popular history of time's greatest war; front cover by Lewis C. Gregg; sketches by C. J. Holleran. N. Y., De Vinne Press [395 Lafayette St.]. '16 c. 16+123 p. il. 12° \$1

Beach, Rex Ellingwood. The auction block. N. Y., A. L. Burt Co. '16 441 p. 12° (Copyright fiction) 60 c.

Bed time fairies. 4 v. N. Y., A. L. Burt Co. '16 col. il. 12° ea. 50 c. n.

Bed time rhymes. 5 v. N. Y., A. L. Burt Co. '16 col. il. 12° 50 c. n. 50 c. n.

Bennett, Arnold. The price of love. N. Y., A. L. Burt Co. '16 429 p. 12° (Copyright fiction) 60 c. n.

Old Testament. The twenty-four books of the Old Testament; Hebrew text and English version; translation rev. by Alex. Harkavy. 4 v. N. Y., Hebrew Pub. [50 Eldridge St.] '16 c. il. 8° \$5

Bindloss, Harold. Brandon of the engineers.

N. Y., Stokes. [c. '16] 346 p. D \$1.35 n.

Circumstance carries Dick Brandon from a luxurious home in England to a contemptible hovel in a little Pennsylvania oil town. Then it picks him up and deposits him on the coast of Central America, where exciting events hinging on the European War follow one another quickly. Dick's high courage and patriotism expose the perfidy of the father of the girl he loves; and they test the heart of the girl, who must choose between her father and Dick. Scenes shift from a storm at sea to romance in the tropical moonfrom a storm at sea to romance in the tropical moon-

Published in England as: "His one talent."

Blanchard, Amy Ella. The glad lady. N. Y., A. L. Burt Co. '16 297 p. 12° 40 c. n. A journey of joy. N. Y., A. L. Burt Co. '16 305 p. 12° 40 c. n. Talbot's angles. N. Y., A. L. Burt Co. 16 291 p. 12° 5 291 p. 12° 40 c. n. Wit's end. N. Y., A. L. Burt Co. '16 368 p. 12° 40 c. n.

Boston. Dept. of Educational Investigation and Measurement. English; determining a standard in accurate copying. Bost. [Bost. Sch. Committee] '16 25 p. 8° (School doc.)

Bosworth, G. F. Ships, shipping and fishing; with some account of our seaports and their industries. [N. Y., Putnam.] '15 8+86 p. il. pls. maps 8° (Cambridge industrial and commercial ser.) 45 c. n.

Bower, B. M. [pseud. for Bertha Muzzy Sinclair, Mrs. Bertrand W: Sinclair]. The ranch at the Wolverine. N. Y., A. L. Burt Co. '16 380 p. 12° (Copyright fiction)

Bradley, Mrs. Mary Hastings. The palace of darkened windows. N. Y., A. L. Burt Co. '16 328 p. 12° (Copyright fiction) 60 c. n.

Brady, Rev. Cyrus Townsend. Britton of the seventh. N. Y., A. L. Burt Co. '16 392 p. 12° (Copyright fiction) 60 c. n.

Broadhurst, G: H. The man of the hour; a play in four acts; rev., 1916, by [The author]. N. Y., S. French [28 W. 39th St.] '16 c. 132 p. 12° 50 c.

Brown, Marg. Wright, comp. Mending and repair of books. 3d ed., rev. by Gertrude Stiles. Chic., A. L. A. '16 23 p. 12° (Library handbook) pap. 15 c. n.

Browning, Rob. Great thoughts from Browning. N. Y., Crowell. [n. d.] 32 p. col. front. T (Choice treasury ser.) leath. 35 c. n. bxd.

Buchan, J: Greenmantle. N. Y., Doran.

Buchan, J: Greenmantle. N. Y., Doran. [c. '16] 345 p. D \$1.35 n.

Major Hannay is sent on a perilous mission to ferret out a secret of international importance in the East. Exhausted and completely surrounded by his enemies, he has but one more card to play. How he breaks through the ring of Secret Service agents, reaches the Danube, joins his three fellow-Englishmen in Constantinople, and solves the mystery of "Greenmantle," the strange, religious leader the Germans had counted on to win over the East, is the thread of the story. A wonderful but uncanny woman loved by Hanney's companion, Sanday, furnishes the love interest.

Burnett, Carolyn J. The Blue Grass Seminary girls' Christmas holidays. N. Y., A. L. Burt Co. '16 254 p. 12° 40 c. n.

The Blue Grass Seminary girls in the mountains. N. Y., A. L. Burt Co. '16 254 p. 12° 40 c. n.

The Blue Grass Seminary girls on the water. N. Y., A. L. Burt Co. '16 244 p. 40 c. n.

The Blue Grass Seminary girls' vacation. N. Y., A. L. Burt Co. '16 252 p. 12° 40 c. n.

Cady, B. C., and Cady, V. M. The way life begins; an introduction to sex education; with a foreword by W: F. Snow; fully il. with col. pls. and pen drawings. N. Y., Am. Social Hygiene Assn., 105 W. 40th St. 78 p. 8° bds. \$1

Calhoun, Dorothy Donnell. Princess of Let's Pretend. N. Y., Dutton. '16 c. 200 p. il. 12° \$1.50 n.

Cammack, L. H. What about Florida? Chic., Laird & Lee, Inc. '16 c. 175 p. D \$1; pap. 50 c. States the possibilities of Florida for fruit growing,

stock raising, etc.

Campagnac, Ernest Trafford. Converging paths. [N. Y., Putnam.] '16 6+114 p. 12°

Carmichael, Rev. Orton H. Lincoln's Gettysburg Address. N. Y. and Cin., Abingdon Press. [c. '17] 116 p. il. pls. por. facsms. D 85 c. n Account of the writing and delivery of Lincoln's Gettysburg Address.

Carnegie Library, Pittsburgh. Rules for fil-ing cards in the dictionary catalogues of the library. 2d ed. Pittsburgh, Pa., The library. 32 p. O pap.

Carr, Annie Roe. Nan Sherwood at Lakeview Hotel. N. Y., Hearst's Internat. Lib. Co. '16 c. 248 p. 12° 60 c.

Nan Sherwood at Pine Camp. N. Y., Hearst's Internat. Lib. Co. '16 c. 248 p. 12° 60 c.

Nan Sherwood's winter holidays. N. Y.,

Hearst's Internat. Lib. Co. '16 c. 248 p.

Carter, Herb. The boy scouts on war trails in Belgium. N. Y., A. L. Burt Co. '16 256 p. 12° 40 c. n.

Chambers, Rob. W: The hidden children. N. Y., A. L. Burt Co. '16 652 p. 12° (Copyright fiction) 60 c. n.

Cholmeley-Jones, R. G. School-day philosophy. N. Y., J: Lane. c. '16 81 p. D bds.

Thumbnail essays on character building.

Clark, Rob. Watson. Descriptive catalogue of a petrographic collection of American rocks. Rochester, N. Y., Ward's Natural Science Establishment. [c. '16] 44 p. il. 8° \$1

Clarke, Frances Eliz. Oberon and Titania; an adaptation of the fairy scenes in Shake speare's "A midsummers night' dream." N. Y., S. French. '15 c. 15 p. 12° 25 c.

Clauser, Milton. Straight line alphabet for lettering in the grades. [Salt Lake City, Arrow Press, 66 W. Second St.] [c. '16] 21 p. diagrs. obl. 12° 25 c.

Coleman, G: P., ed. The Flat Hat Club and the Phi Beta Kappa Society; some new light on their history. [Williamsburg, Va., The editor.] '16 c. 24 p. pl. facsm. 8° (Cynthia Beverley Tucker Coleman memorial ser.) \$1

Connolly, R. Hugh, ed. The so-called Egyptian Church order and derived documents. [N. Y., Putnam.] '16 14+197 p. O (Texts and studies, contributions to Biblical and patristic literature) pap. \$3.25 n.

Cook, Jesse Leander. Cook's international unigraph; the only complete rapid lightline alphabet and the best speed-making rules and combinations; a modern smoothwriting system of short-hand adaptable to every language; the most satisfactory method of rapid writing for verbatim reporting, general correspondence and permanent records; a complete text-book for business colleges, high schools and correspondence students. [Omaha, Neb., Unigraph Co.] '16 c. 72 p. 8° \$1.50

Bambi. Cooke, Marjorie Benton. N. Y... A. L. Burt Co. '16 366 p. 12° (Copyright fiction) 60 c. n.

Cram, Ralph Adams, and others. Six lectures on architecture; the Scammon lectures for 1915, published for the Art Insti-

tures for 1915, published for the Art Institute of Chicago. Chic., Univ. of Chic. [c. '17] 10+172 p. il. pls. O \$2 n. Contents: The beginnings of Gothic art, and The culmination of Gothic architecture, by Ralph A. Cram; Principals of architectural composition, and Modern architecture, by Thomas Hastings; Organic architecture, and The language of form, by Claude Bragdon.

Cullum, Ridgwell. The twins of Suffering Creek. N. Y., A. L. Burt Co. '16 368 p.

12° (Copyright fiction) 60 c. n.

The way of the strong. N. Y., A. L.
Burt Co. '16 447 p. 12° (Copyright fiction) 60 c. n.

Cunningham, W:, D.D. The progress of capi-

- talism in England. [N. Y., Putnam.] '16 11+144 p. (634 p. bibl.) D 90 c. n. Substance of lectures delivered in London School of Economics and Political Science, 1915.
- Davis, R: Harding. The lost road. N. Y., A. L. Burt Co. '16 266 p. 12° (Copyright fiction) 60 c. n.
- Davison, Wilfred E:, and Skillings, Everett. Block summaries of German grammar. Middlebury, Vt., Middlebury Coll. '16 c. 15 p. 8° 25 c.
- Deming, Alhambra G. Primary languages stories; consisting of 47 cards and manual. Chic., Beckley-Cardy Co. '16 c. D 30 c.
- Dewey, J:, and others. Creative intelligence; essays in the pragmatic attitude. Holt. [c. '17] 4+467 p. D \$2 n.
- Repudiates all the purely academic in contemporary thought, and demands for philosophy direct preoccupation with present-day problems. Directs a polemic against the dialectics and "disingenuous apologetics" of current idealism, and constructs an exposition of safe and same thought evolution myssicism. and sane thought, excluding mysticism.
- Dickens, C: [Christmas books] The battle of life; v. 2, The cricket on the hearth; v. 3, The chimes; v. 4, A Christmas carol; v. 5, The haunted man. N. Y., Crowell. [n. d.] col. fronts. S \$1.75 n. bxd.; limp leath, \$2.50 n. bxd.
- Trade and commerce; with Dicks, Arth. J. some account of our coinage, weights and measures, banks and exchanges. [N. Y., Putnam.] '15 8+94 p. il. 12° (Cambridge industrial and commercial ser.) 45 c. n.
- Doolittle, Ja. Rood, ed. The romance of the automobile industry; being the story of its development-its contribution to health and prosperity-its influence on eugenics-its effect on personal efficiency-and its service and mission to humanity as the latest and greatest phase of transportation; [with the assistance of] the most eminent authorities of the industry. N. Y., Klebold Press [137 E. 25th St.]. '16 c. 14+460 p. il. pls. pors. 4° \$10
- Doubleday, Page & Co. Making books and magazines; a commentary on the motion picture film taken at the Country Life Press. Garden City, N. Y., The author. [n. d.] 36 p. S pap. gratis
- Doyle, Sir Arth. Conan. The valley of fear. N. Y., A. L. Burt Co. '16 320 p. 12° (Copyright fiction) 60 c. n.
- rury, Fs. Keese Wynkoop, comp. A list of short stories and tales; reprinted from the Drury, Fs. Keese Wynkoop, comp. bulletin of the Illinois Assn. of Teachers of White Plains, N. Y., H. W. Wil-English. White Plains, N. Y., H son Co. '16 16 p. S pap. 10 c.
- Durkee, Ja. Stanley. In the footsteps of a friend; life of Rev. Alan Hudson, D.D.; a loving tribute from his friend and fellow pastor. Bost., S. D. Towne Co. [Sudbury Bldg.] '16 c. 2+64 p. il. pls. (1 fold.) pors. 8° \$1
- Elements (The) of pain and conflict in human life; considered from a Christian point of view; being lectures delivered at the Cambridge summer meeting, 1916, by members

- of the university. [N. Y., Putnam.] '16 6+206 p. D \$1.20 n.
- Elhuff, Lewis. Laboratory manual for General science, First course. N. Y., Heath. [c. '16] 6+90 p. D 48 c.
- Elliot, Hugh. Herbert Spencer. N. Y., Holt. 6+330 p. (4 p. bibl.) por. O (Makers
- of the nineteenth century) \$2 n.

  Biography of Herbert Spencer, philosopher, scientist, political thinker, based on study of his works and on conversations with many of his friends.

  Ely, Wilmer Mateo. The boy chums in Mys-
- tery Land; or, Charlie West and Walter Hazard among the Mexicans. N. Y., A. L. Burt Co. '16 316 p. 12° 40 C.
- Emerson, Ralph Waldo. Great thoughts from Emerson. N. Y., Crowell. [n. d.] 32 p. (Choice treasury ser.) leath. 35 c. n. bxd.
- Fisher, Fred Bohn. The way to win; successful methods in the local church. [Special international ed.] N. Y. and Cin., Abingdon Press. [c. '16] 188 p. 16° 50 c. n.
- Fisher, Mary Ann. Among the immortals, in the Land of Desire; a glimpse of the beyond. N. Y., Shakespeare Press [114 E. 28th St.]. [c. '16] 276 p. 12° \$1.50
- Flosculi Rossallienses; archididascalis, Gulielmo A. Osborne [et al.]; decerpti, [N. Y., Putnam.] '16 255 p. D \$1.90 n.
  Latin and Greek poems, some of which have taken the Rossall prize in England.
- Flournoy, Théodore. The philosophy of William James; auth. tr. by Edn. B. Holt and W: James, Jr. N. Y., Holt. c. 7+246 p. D \$1.30 n.
- Translation of a critical study of William James. Includes biographical matter. Author is professor in the Faculty of Sciences, University of Geneva.
- Foreign Missions Conference of North America. Committee of Reference and Counsel. World statistics of Christian missions; containing a directory of missionary societies, a classified summary of statistics, and an index of mission stations throughout the world; ed. by Harlan P. Beach and Burton St. John. N. Y., The conference [25 Madison Ave.]. '16 c. 148 p. 8° \$2
- Forman, S: Eagle. Government in Illinois; a supplement to "Advanced civics" and also to "American republic." N. Y., Century Co. '16 c. 60 p. il. map 12° 10 c.
- Forsyth, Rev. P: Taylor. The justification of God. N. Y., Scribner. c. 242 p. 12° (Studies in theology) 90 c. n.
- Fowler, Fk. The broncho rider boys with Funston at Vera Cruz. N. Y., A. L. Burt Co. '16 256 p. 12° 40 c. n.
- Francis, H. T., and Thomas, E. J., comps. and Jataka tales; selected and ed. with
- introd. and notes. [N. Y., Putnam.] '16 14+488 p. il. pls. O \$2.25 n.
  Purpose is to bring together from the Jataka, the great collection of buddhist birth-stories, stories of most interest intrinsically and from the folklorist's viewpoint. viewpoint.
- Fraser, Birdie, and Higgins, Jay P. The last half-day in the district school; comic entertainment in two acts. Chic., Beckley-Cardy Co. [312 W. Randolph St.] [c. '16] 46 p. front. D pap. 25 c.

Fraser, W: H:, and Squair, J: Alternative exercises for Fraser and Squair's Shorter French course. N. Y., Heath. [c. '16] 81 p. 12° (Heath's modern language ser.) 20 C.

Furniss, Grace Livingston. A Dakota widow; a comedy in one act. N. Y., S. French. '15 c. 20 p. 12° 25 c.
Perhaps; a comedy in one act. N. Y.,
S. French. '15 c. 18 p. 12° 25 c.

Garis, Howard Roger. Bed time animal stories. 11 v. N. Y., A. L. Burt Co. '16 col.

il. 12° ea. 50 c. n.

Uncle Wiggily bed time stories. 7 v.
N. Y., A. L. Burt Co. '16 col. il. 12°

ea. 50 c. n.

Garvin, J: W:, comp. and ed. Canadian poets and poetry. N. Y., Stokes. [n. d.] 471 p. il. pors. O \$3 n.
Selection of the best work of fifty-one of Canada's poets, with biographical sketches and portraits of the

poets.

Gaselee, Stephen. The Greek manuscripts in the Old Seraglio at Constantinople. [N. Y., Putnam.] '16 14 p. O pap. 30 c. n.

Gibbs, Philip. The battles of the Somme. N. Y., Doran. [c.'17] 28+21-377 p. fold. col. map O \$2 n.

Staff correspondent for the London Daily Chronicle, invests his letters with a photographic clearness which enables one to see the battle field "close up."

Glodt, J. Thdr. Raphael's Madonna Gonzaga; technical proofs of authenticity and history of the painting. [Bost., Athens Pub.] [c. '16] 174 p. (5 p. bibl.) il. pls. pors. 12°

Goldman, Mayer C. The public defender; a necessary factor in the administration of justice; with a foreword by Wesley O. Howard. N. Y., Putnam. c. 11+96 p. D

Advocates the establishment of the office of public defender to represent indigent accused persons.

Gouldsbury, C: Elphinstone. Tigerland; reminiscences of forty years' sport and adventure in Bengal; with 8 illustrations. New and cheaper ed. N. Y., Dutton. '16 17+261 p. pls. D \$1.25 n.

Grabo, Carl H: The amateur philosopher. N. Y., Scribner. c. 304 p. 12° \$1.50 n.

Great thoughts on friendship. N. Y., Crowell. [n. d.] 32 p. col. front. T (Choice [n. d.] 32 p. col. front. T treasury ser.) leath. 35 c. n. bxd. (Choice

Great thoughts on happiness. N. Y., Crowell. [n. d.] 32 p. col. front. T (Choice treasury ser.) leath. 35 c. n. bxd.

Green, Anna Katharine [Mrs. C: Rohlfs]. A strange disappearance. N. Y., A. L. Burt Co. '16 280 p. 12° (Copyright fiction)

Greene, Harry Irving. Barbara of the snows. N. Y., A. L. Burt Co. '16 358 p. 12° (Copyright fiction) 60 c. n.

Gregory, J: Wa. Australia. N. Y., Putnam. ['16] 156 p. il. figs. S (Cambridge manuals of science and literature) 45 c. n.; leath. \$1 n.

Grey, Zane. The last trail. New ed. N. Y.,

A. L. Burt Co. '16 300 p. 12° (Copyright fiction) 60 c. n.

The spirit of the border. New ed. N. Y., A. L. Burt Co. '16 366 p. 12° (Copyright fiction) 60 c. n.

Griffith, Ira S: Carpentry. Peoria, Ill., Manual Arts Press [105 Fourth Ave.]. '16 c. 188 p. il. diagrs. 12° \$1

Guyer, Michael Frederic. Animal micrology; practical exercises in zoölogical microtechnique; with a chapter on drawing by Eliz. A. Smith. Rev. ed. Chic., Univ. of Chic. [c. '06-'17] 11+289 p. il. tabs. O \$2 n.

Hallimond, J: G., D.D. The miracle of answered prayer. N. Y., Christian Herald [Bible

Ho.]. [c. '16] 7+248 p. 12° 75 c.

Hannay, D: Diaz. N. Y., Holt. 6+319 p.
por. O (Makers of the nineteenth century) \$2 n.

Authentic biography of Diaz (1830-1915) who be-me President of Mexico in 1876. Includes picture of Mexico of the period.

Hayes, Clair Wallace [Robert L. Drake, pseud.]. The boy allies in the Baltic; or, through fields of ice to aid the Czar. N. Y.,

A. L. Burt Co. '16 252 p. 12° 40 c.

The boy allies under the sea; or, the vanishing submarine. N. Y., A. L. Burt Co. '16 252 p. 12° 40 c.

Hayes, Doremus Almy, D.D. John and his writings. N. Y. and Cin., Meth. Bk. Concern. [c. '17] 328 p. (4 p. bibl.) O (Biblical introduction ser.) \$1.75 n.

Interpretation of the Gospel, Letters, and Apocalypse of John

Headlam, Ja. Wycliffe. The issue. Bost., Houghton Mifflin. c. 7+159 p. D \$1 n. Examination of some of the suggestions for peace terms which have appeared in Germany.

Hewitt, Louise, comp. Historic Trenton.
[Trenton, N. J., C. L. Traver, 108 S. Broad St.] [n. d.] 103 p. il. pors. sq. D \$1 n.
Short account of the Revolutionary landmarks of Trenton, N. J. Includes sketches of prominent

Housman, Laurence. Bird in hand; a play in one act. N. Y., S. French. [c. '16] 29 p. 12° 25 c.

As good as gold; a play in one act. N. Y.,

S. French. [c. '16] 27 p. 12° 25 c.
A likely story; a roadside comedy in one act. N. Y., S. French. [c. '16] 25 p. 12°

How to grow roses; dedicated to the flowerloving people of America. 12th ed. rev. and enl. West Grove, Pa., Conrad & Jones Co. '16 c, 121 p. il. (part col.) D \$1

The revolt in Hurgronje, Christian Snouck. Arabia; with a foreword by R: J. H. Gottheil. N. Y., Putnam. c. 7+150 p. D

Account of the revolt of the Amir of Mecca from Turkish overlordship. Author, professor of Arabic in University of Leyden, gained insight into present-day Arabic history in his year's stay in Mecca and Jiddah.

Ives. Julia Eloise. Essentials in art; a normal school note book. California, Pa. [The author] [c. '16] 45 p. il. 8° 50 c.

Jackman, W: T. The development of trans-

portation in modern England. 2 v. [N. Y., Putnam.] '16 16+460; 8+360 p. (62 p. bibl.) maps (part fold., 2 in pockets) 8° \$7.25 n.

Jenkins, Herb. G: Bindle; the story of a cheerful soul. N. Y., Stokes. [c. '16] 289 p.

D \$1.35 n.

Escapades of Bindle, journeyman furniture mover.
The spiritual fervor of his wife, makes Bindle's home one of deep religious gloom, but his sense of the comic is quite unquenchable. In his attempts to satisfy his craving for fun, he intoxicates an entire Temperance League picnic, outwits a mesmerist, impersonates an Australian millionaire, sets a hotel by the ears by a change in room-numbers, and aids a youthful romance.

Klein, C: Maggie Pepper; a play in three acts. N. Y., S. French. '16 c. 106 p. il. plans 12° 50 c.

Heartsease, a play in four acts; rev. 1916, by J. I. C. Clark. N. Y., S. French. '16 c. 70 p. 12° 50 c.

Kunz, G: F: Rings for the finger; from the earliest known times to the present; with full descriptions of the origin, early making, materials, the archaeology, history; for affection, for love, for engagement, for wedding, commemorative, mourning, etc.; with 290 il. in col., doubletone and line. Phil., Lippincott. c. 18+381 p. pls. O \$6.50 n. bxd.

Searches the fields of romance and history for interesting lore about rings, their importance as ecclesiastical and social distinctions, their relation to magic. Excellent illustrations show the diffierent kinds and the fashions of wearing them and some historical rings.

Lardner, Ring W. Gullible's travels, etc.; il. by May Wilson Preston. Indianapolis, Bobbs-Merrill. [c. '17] 255 p. D \$1.25 n. Contents: Carmen; Three kings and a pair; Gullible's travels; The water cure; Three without, doubled.

Macdonald. "Q"; a farce in one act. N.Y., S. French. '15 c. 23 p. diagr. 12° 25 c.

Leland Stanford Junior University. English Club. A Stanford book of verse, 1912-1916. [Stanford University, Cal., The author.] '16 c. 7+88 p. 12° \$1

Leslie, Shane i. e. J: Randolph Leslie. The Celt and the world. N. Y., Scribner. c. 232 p. 12° \$1.25 n.

Lewis, Dan. Bell. Income tax guide for individuals; the Federal Income Tax Law as amended September 8, 1916, the Massachusetts Income Tax Law of 1916. Bost., D. B. Lewis & Co. '16 c. 50 p. forms 8° \$1.50

Lincoln, Jos. Crosby [Joe Lincoln, pseud.]. Kent Knowles, "Quahaug." N. Y., A. L. Burt Co. '16 457 p. 12° (Copyright fiction) 60 c. n.

Longfellow, H: Wadsworth. Great thoughts from Longfellow. N. Y., Crowell. [n. d.] 32 p. col. front. T (Choice treasury ser.) leath. 35 c. n. bxd.

Lovat-Fraser, J. A. Henry Dundas, Viscount Melville. N. Y., Putnam. '16 10+146 p. 8° \$1.10 n.

Lowe, G: Noon. Sprays of western pine.

San Francisco, H. S. Crocker Co. [c. '16] 69 p. 12° \$1.25

McCarter, Marg. Hill [Mrs. W: Arth. Mc-Carter]. Winning the wilderness. N. Y., A. L. Burt Co. '16 404 p. 12° (Copyright fiction) 60 c. n.

McCook, Arth. Raymond. New American history and government outlines. Chic., Beckley-Cardy Co. [c. '15] 112 p. O pap. 25 c.

Macdonald, G: The evolution of coinage. N. Y., Putnam. '16 6+148 p. il. pls. S (Cambridge manuals of science and literature) 45 c. n.; leath. \$1 n.

Considers the relation between the state and coinage, from its Chinese and Greek beginnings, and the methods and issues.

McDowall, Stewart And. Evolution and spiritual life. [N. Y., Putnam.] '15 26+303 p. 12° \$2 n.

McNeile, Alan Hugh, D.D. 'After this manner pray ye'; studies in the Lord's Prayer. N. Y., Longmans. '16 88 p. S 50 c. n.

Manahan, J: Levi, comp. A bibliography of educational surveys and tests. [Charlottes-ville, Va.] Univ. of Va. '16 49-92 p. O (Record) pap. gratis

Marlow, Ralph. The big five motorcycle boys on the battleline. N. Y., A. L. Burt Co. '16 257 p. 12° 40 c. n.

Mellor, Theodora, and Pearson, Hilda H. Housecraft arithmetic. N. Y., Longmans. '16 112 p. diagrs. D (Longman's housecraft ser. for secondary schools) bds. 45 c. n.

Methodist Episcopal Church. Liturgy and Ritual. The ritual of the Methodist Episcopal Church. N. Y. and Cin., Meth. Bk. Concern. [c. '16] 6+159 p. 12° 50 c.

Methodist Episcopal Church South. Southern Methodist handbook: 1917; ed. by T: N. Ivey. Nashville, Tenn., Meth. E. Ch. So. Pub. Ho. 231 p. il. pors. tabs. D pap. 25 c.

Millikan, Rob. Andrews, and Bishop, Edn. Sherwood. Elements of electricity, a practical discussion of the fundamental laws and phenomena of electricity and their practical applications in the business and industrial world. Chic., Am. Tech. Soc. c. 232 p. il. pls. diagrs. 8° \$1.50

Monroe, Harriet Earhart. The pageant of Protestantism; celebrating the quadricentennial of the Reformation; with costume pls. and descriptions by Jessie Gillespie. Phil., Lutheran Publication Soc. c. 38 p. O pap. 25 c.

Moore, G: Confessions of a young man. N. Y., Brentano's. 271 p. 12° \$1.50 n.

Lewis Seymour and some women; being "A modern lover" entirely rewritten. N. Y., Brentano's. 320 p. 12° \$1.50 n.

Nexö, Martin Andersen. Pelle the conqueror:
Daybreak; tr. from the Danish by Jessie
Muir. N. Y., Holt. '16 275 p. D \$1.50 n.
For the fourth time Pelle sets out to conquer the
world and mould the future. This time it is in bitter
earnest, after his prison-term began in the third book

"The great struggle." He finds a world transformed by the continued stirring of what he himself had started. Labor is now an aristocracy and anarchism has been born from unemployment. Thus a way must has been born from unemployment. Thus a way must be found out of these new difficulties and Pelle advances from the co-operative shop, to co-operative buying associations and finally to the workingman's garden city which shall abolish the workingman's slum forever.

Mich., Times Pub. [73 Bagley Ave.] [c. '16] 147 p. 12° \$3

North Carolina. Dept. of Public Instruction. Approved lists of books for rural libraries; selected by J. Y. Joyner; with annotations and notes and suggestions for the care and use of the rural school libraries, by Minnie W. Leatherman. Raleigh, N. C. [The department] '16 45 p. 8° (Educational bull.)

Ohio State University Assn. Songs of Ohio State University. N. Y., Hinds, Hayden & Eldredge [11 Union Sq.] [c. '16] 232 p. mounted il. por. 4° \$1.50

Oppenheim, E: Phillips. The vanished messenger. N. Y., A. L. Burt Co. '16 332 p. (Copyright fiction) 60 c. n.

Packard, Fk. Lucius. The adventures of Jimmie Dale. N. Y., Doran. [c. '17] 468 p. D

Jimmie Dale was a Harvard man, a member of one of New York's most exclusive families and owner and director of a large safe manufacturing concern. This irreproachable youth embarked on a career of crime at the bidding of a woman he had never seen. He had begun by studying the methods of the cleverest criminals, but his adventurous spirit had led him too far and had put himself in the power of the mysterious woman. Story tells how Jimmy Dale played the part of three men, millionaire, Larry the Bat, a Bowery tough and the Gray Seal, a benevolent cracksman and how the woman secretly dominates and directs and finally wins him. how the woman finally wins him.

Painton, Mrs. Edith F. A. U. Palmer. value of X; a commencement play in three acts and a prologue. Chic., Beckley-Cardy Co. [c. '16] 72 p. D pap. 25 c.

Parker, L: Napoleon. Pomander Walk; a comedy in three acts. N. Y., S. French. [c. 15] 125 p. il. plan 8° 50 c.

Parrish, Randall. The red mist. N. Y., A. L. Burt Co. '16 401 p. 12° (Copyright fiction)

Parsons, Harry de Berkeley. Steam-boilers; their theory and design. 5th ed. N. Y., Longmans. c. '03-'05 377 p. il. figs. tabs.

Peabody Museum, Salem, Mass. One hundredth anniversary of the building of "Cleo-patra's Barge," 1816-1916; catalog of the commemorative exhibition held at the museum, July 17-September 30, 1916. Salem, Mass., The museum. '16 36 p. il. pls. pors. facsm. O pap. \$1

Refers to a private yacht which was very costly for the time, and which made a voyage to Europe in 1817, arousing the suspicion that it was meant to rescue Napoleon from St. Helena.

Perry, Clarence Arth. Community center activities. N. Y., Russell Sage Foundation. [c. '16] 127 p. S (Dept. of Recreation pubs.) 35 c. n.

Suggests activities for after-school occasions and indicates sources of information about them.

Peters, Rev. J: Punnett. The animals' Christmas tree. N. Y., Dutton. [c. '16] 32 p. T Fable originally published in the Churchman.

Petherbridge, F. R. Fungoid and insect pests of the farm. [N. Y., Putnam.] '16 6+174 p. il. 8° (Cambridge farm institute ser.)

\$1.25 n.

Pitt, St. G: Lane Fox. The purpose of education; an examination of the education problem in the light of recent research. New ed. N. Y., Putnam. '16 30+144 p. 8° 75 c. n.

Porter, Horace. Our young aeroplane scouts in England. N. Y., A. L. Burt Co. '16 256 p. 12° 40 c. n.

Our young aeroplane scouts in Italy. N. Y., A. L. Burt Co. '16 232 p. 12° 40 c. n.

Princess Marie-José's children's book; with 16 col. pls. and a profusion of black and white illustrations. Published for the Vestiaire Marie-José. N. Y., Stokes. '16 127 p.

O bds. \$1.25 n.
Variety of pictures and stories by well-known English people dedicated in limericks to the Belgian princess, and sold to supply milk to babies behind the firing-lines in her country.

Ralph, Georgia Gertrude, and Allen, W: Har-vey, comps. and eds. Record aids in college management; helpful record forms in use by colleges; with aid from 52 colleges. N. Y., Inst. for Public Service [51 Chambers St.] '16 c. 128 p. il. map forms 8°

Rice, Cale Young. Collected plays and poems. 2 v. N. Y., Century Co. 12° \$3 n.

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